

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



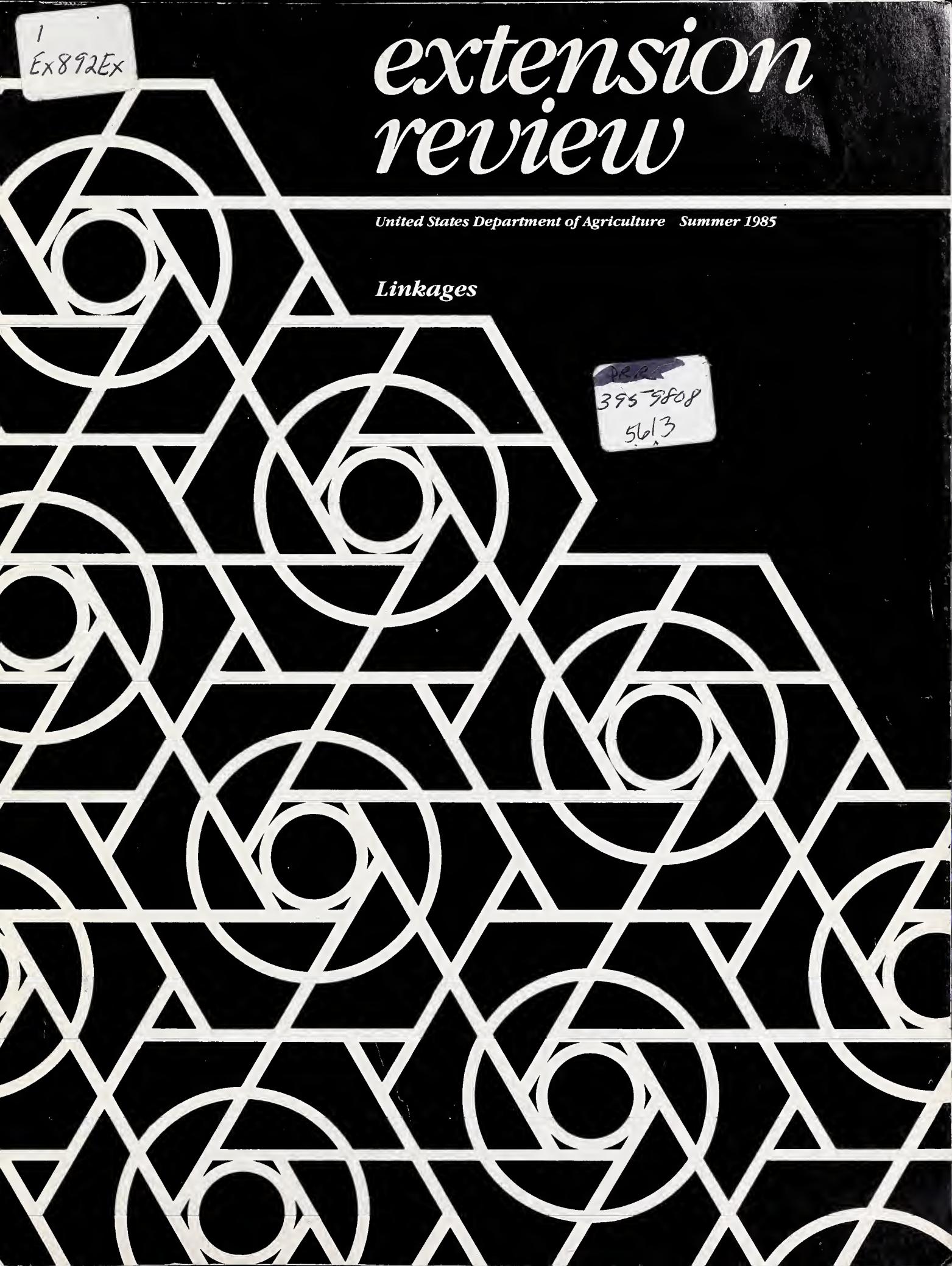
1  
Ex892Ex

# *extension review*

*United States Department of Agriculture Summer 1985*

*Linkages*

395-9808  
5613





# Linkages To People And Resources

Private sector partners spur continued vitality and growth throughout the Cooperative Extension system. Their linkages to people and resources are essential to our future success.

Who are these partners? Our private sector partners represent national, state and local foundations, businesses and industry, state and local governments and their agencies, and farm and home-related organizations. They also include the more than 2.8 million individual volunteers committed to Extension.

Private sector partners are important members of the Extension team. Their cooperation, dedication, expertise, and funding support make exciting, relevant programs possible daily throughout our system. They're actively involved in program and team building, and program delivery.

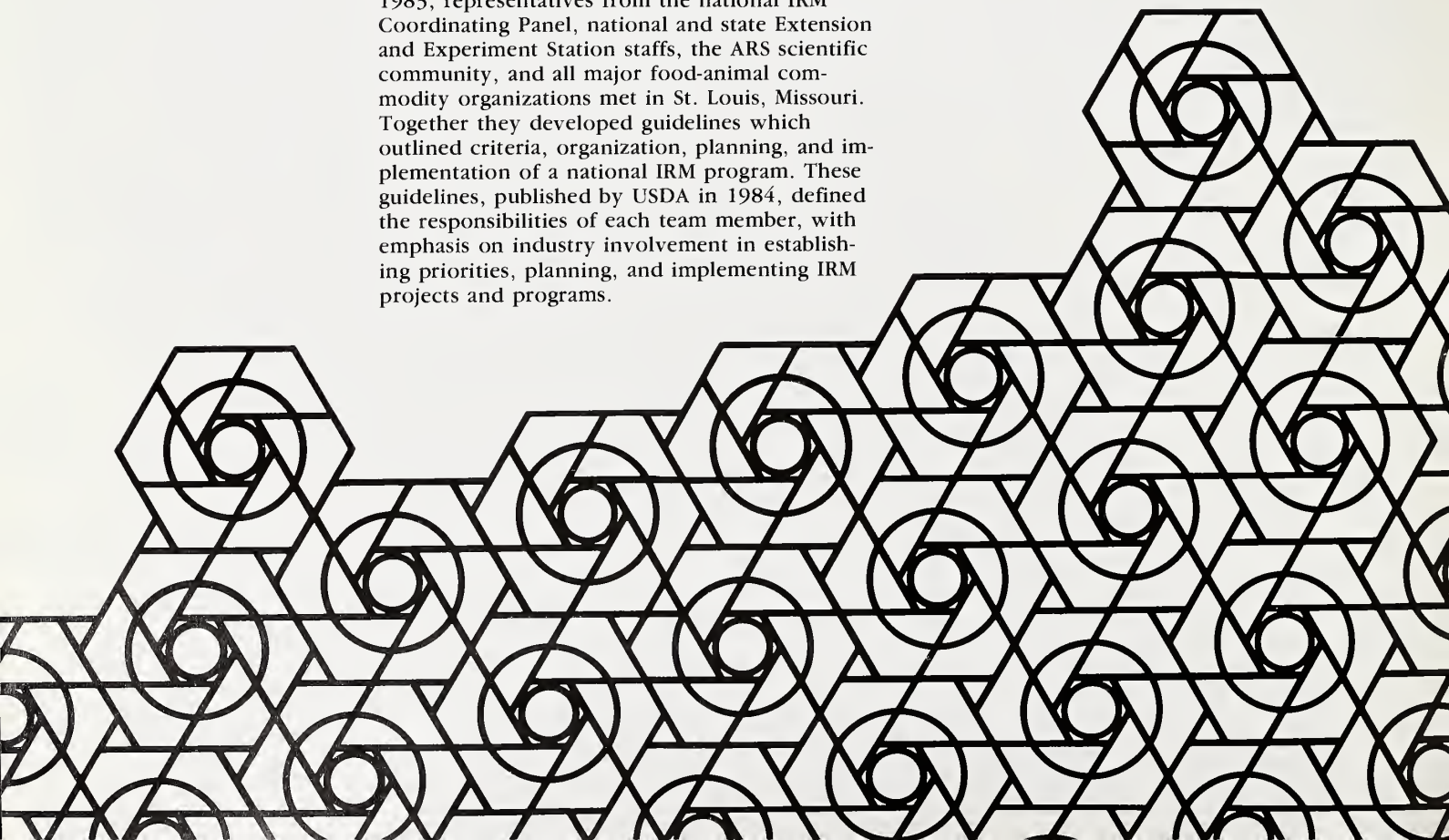
This issue of *Extension Review* salutes the invaluable contributions of these partners and documents their involvement in every phase of Extension education. An example of this teamwork is the Integrated Reproduction Management (IRM) program now active in more than 30 states. (See Colorado article on page 6).

IRM is a multidisciplinary problem-solving approach to increasing reproductive efficiency in food animals. Extension, research, and industry are equal partners on the IRM team—all essential to program development and success. In 1983, representatives from the national IRM Coordinating Panel, national and state Extension and Experiment Station staffs, the ARS scientific community, and all major food-animal commodity organizations met in St. Louis, Missouri. Together they developed guidelines which outlined criteria, organization, planning, and implementation of a national IRM program. These guidelines, published by USDA in 1984, defined the responsibilities of each team member, with emphasis on industry involvement in establishing priorities, planning, and implementing IRM projects and programs.

A \$300 million increased income for livestock and poultry producers is the 4-year program objective of IRM. State Extension Services are combining federal funding with state and industry funding support to conduct IRM educational programs in cooperation with research, producer groups, and agribusinesses in 30 states. Additional Extension Service, USDA, special funding for \$120,000 is being used for projects in 5 states. State Experiment Stations conduct IRM program projects and programs in 12 states, plus a CSRS funded special IRM research grant in 1985 of \$100,000. ARS funds—\$1.28 million annually in 1984 and 1985—support cooperative IRM projects with research and/or Extension scientists and producer organizations in 21 states.

While these projects and programs are still in early stages of development, increased herd efficiency and other findings from two pilot dairy projects in Pennsylvania and Vermont indicate significant potential for IRM to improve the profitability of food animal production nationwide.

Other equally important programs detailing Extension linkages with the private sector are highlighted in this issue. Continued teamwork with the private sector benefits all—Extension, research, the agricultural community—and ultimately the American people. □





ASSIST Aids In Iowa	4
IRM Equals Beef Cattle Profits	6
Teleconferencing: Bridge For Better Communications	8
National 4-H Council: Linkages For Youth	10
So Latchkey Children Are Not Alone	14
"Almanac" Weds Extension And Public TV	16
Project Support—For Stressed Farm Families	18
Gardeners Master The Perfect Plot	20
Breaking Down Barriers	21
The Choctaw Nation— A Commitment To Tomorrow	24
Urban Gardening—A Productive Partnership	26
Healthy Mothers Make Healthy Babies	28
Camping Together—Teen Mother And Child	29
EFNEP—Multi-Agency Cooperation	30
Teamwork For Timber	33
Wisconsin Irrigation—Boom Or Bust?	34
Groundwater Contamination— How To Cope?	35
GOSSYM—The Cotton Prophet	36
Marketing Tools For Risk Management	37
MCB Means Community Action	38
Mississippi Anchors A Fleet	40
Developing Local Leaders	41
Training Farm Lifesavers	42
Alabama Reaches Out	43
Unknown Crab Makes Good!	44
Networking In New Haven County	45
The Energy Event	46
New Links For Nutrition	47
Extension Links ...	48 - 51

Ovid Bay  
**Director of Information**

Patricia Loudon Calvert  
**Editor**

James Wolfe  
**Managing Editor**

Carolyn Bigwood  
**Associate Editor**

Joyce Maronpot  
**Information Assistant**

Louise Stutzman  
**Assistant To Editor**

Vincent Hughes  
**Design Director**

Sylvia Duerkson  
**Associate Designer**

The *Extension Review*, quarterly publication of the Extension Service is for Extension Educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1985. The Review is issued free by Law to workers engaged in Extension activities. For sale by the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402. Send manuscript inquiries to: The Editor, Extension Service, Room 3428 S, USDA, Washington, D. C. 20250. Telephone (202)447-4651.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied. Extension Service of the U. S. Department of Agriculture offers its programs to all eligible persons regardless of race, color, sex, or national origin, and is an Equal Opportunity Employer.

John R. Block  
**Secretary of  
Agriculture**

Orville G. Bentley  
**Assistant Secretary for  
Science and Education**

Mary Nell Greenwood  
**Administrator  
Extension Service**



# ASSIST Aids In Iowa

## 4 Extension Review

**Merlin L. Pfannkuch**  
Extension Communication Specialist,  
Agriculture  
Iowa State University,  
Ames



One farmer temporarily employed by Extension helps another examine the costs of adjustments in farm operations. . . other farmers help their community organize resource committees. . . or listen to farm families talk about their problems. . . still others work closely with ministers and mental health officials.

This is part of Iowa's ASSIST program designed to help Iowans deal with financial problems and related stress stemming from the harshest financial conditions in the state since the Great Depression.

The ASSIST program, made up of Extension and local workers, formally began in the summer of 1984 with a special appropriation from the Iowa Legislature following a survey showing almost a third of Iowa's 115,000 farms were in severe or serious financial stress. Since then some conditions in the state have worsened. Some families have had to quit farming. Others heavily in debt apparently have been able to reduce debt, but their efforts appear to have been overshadowed by declining asset values, primarily land.

With Iowa's economy so heavily based on agriculture, the state has begun a difficult period of adjustment. Besides changes in farms, changes in rural communities are also occurring. Retail

sales in Iowa towns with less than 500 residents, for example, were down 14 percent in 1984. This has resulted in the rapid loss of rural businesses.

### **Awareness And Analysis**

Statewide, ASSIST has created an awareness of the crisis, organized resource committees, and conducted indepth financial analysis for individual farm operations.

At the outset of ASSIST, each of Iowa's 12 Extension areas had a public meeting to help inform community leaders and officials of the seriousness of the farm financial situation. Almost all of the state's 99 counties later sponsored similar meetings.

Extension staff used these meetings as a springboard to help organize community resource committees throughout the state. Most counties now have local committees which choose their own leadership and set their own agenda. Developing a community resource directory was often the first project of the committees.

Other projects included developing peer counseling groups and hotlines; establishing food pantries; and distributing information on stress management, legal rights of borrowers and lenders, and relocation and job training.

In early February, a statewide crisis hotline administered by Extension—Rural Concern—began operating.

### **Financial Management Assistance**

A major focus of ASSIST is to provide objective, individual financial analysis and counseling to farm families. More than 2,500 farm families participated this winter. FarmAid, which received



some special federal Extension funds, uses microcomputer financial planning software to determine the likely outcomes of different business adjustment plans. More than 20 part-time FarmAid associates were employed over the winter to help Extension area farm management specialists. Most of the associates were local farmers with college degrees in agricultural economics or finance areas.

Another part of ASSIST works closely with bankers, the Farmers Home Administration, and other agricultural lenders. Professional-level short courses emphasizing loan analysis and problem loan resolution were held throughout the state in 1984.

### Help With Stress

Another key area of ASSIST helps farm families deal with family financial management and stress. A six-part home study course on stress

management has been popular. Publications on topics such as family communication, dealing with creditors, and understanding depression have been developed to support county efforts.

After nearly a year of working with the program, Vivan Jennings, associate Extension dean, comments: "The project is definitely accomplishing its goals of providing help to Iowa farm families needing to make critical decisions about their farming enterprise. It is extremely stressful for farm families to make decisions on how to remain in agriculture or their need to exit. Extension is providing that nonconfrontive third party assistance that many farm families need to make decisions. We also have been providing farm families with information and plans that will make their farming operation more profitable in the future." □

## Rural Concern Hotline

When the agricultural crisis in Iowa deepened in December 1984, Governor Terry Branstad requested that several state agencies and statewide organizations pool their resources and create a telephone hotline for farm families and communities.

Two months later, Rural Concern received its first official calls, providing farm families with information, referrals, or counseling on financial, legal, individual, and family problems; job questions; and ways to meet needs for food, fuel, shelter, and medical help.

Iowa Extension uses a family systems approach. "The financial considerations facing farm families are just part of the problem," says Kathy Beery, project leader and assistant state leader, Extension home economics. "Other factors that contribute to the immediate problem are a breakdown in marital communications, inter-generational discord, or a lack of basic necessities. Hotline workers help callers move away from a crisis feeling into a problem-solving attitude by suggesting available resources."

### Support Service

The Iowa Department of Human Services and the United Way of Central Iowa provide essential support and expertise. Human Services personnel helped train the hotline workers and also handle counseling and basic needs referrals. Other state agencies provide job retraining and fuel assistance. The United Way of Central Iowa provides facilities and expertise in telephone counseling.

Some church groups around the state are providing direct emergency aid. Several other organizations, forming an advisory committee to provide guidance (and in some cases financial support) for Rural Concern include: the Iowa State University College of Agriculture, Farm Credit System, Farmers Home Administration, Iowa Bankers Association, Iowa Department of Agriculture, Iowa Development Commission, Iowa Farm Bureau, United Way of Iowa, and Iowa Farmers Union, a representative of the commodity/agribusiness community.

During its first week in operation, Rural Concern received 451 calls; after 14 weeks, 3,222. Approximately 60 percent of the callers are men. Most callers start out with financial or legal questions, but emotions run high, according to Fran Philips, hotline coordinator.

"We are serving as that important first link between caller and helper," Beery says. "All calls are confidential and in many cases this is a very important feature of the service."

The Rural Concern hotline will operate through May 1987, Beery points out. □

**Barbara Abbott**  
Extension  
Communication  
Specialist, Home  
Economics  
Iowa State  
University, Ames



**Rural Concern**  
**1-800-447-1985**



# IRM Equals Beef Cattle Profits

## 6 Extension Review

**Norman L. Dalsted**  
Extension Farm  
Management  
Specialist and  
Associate Professor  
Colorado State  
University, Fort  
Collins

IRM (Integrated Reproductive Management) is a multidisciplinary management-oriented approach to solving the problems of increasing reproductive efficiency in food animals. Formally initiated in 1983, the national IRM program involves Extension, Research, and industry as equal partners. The Colorado IRM program involves participatory ranchers located in representative regions in the state. They are working closely with Extension to develop a 5-year ranch plan with cattle production and performance goals to maximize profits.



Colorado's Integrated Reproduction Management (IRM) program was formally initiated July 1, 1983, with the goal of "increasing by 10 percent the pounds of calf produced per economic unit, in a financially beneficial way, within the next 5 years." Achievement of this goal stressed an overall increased level of management and—

- Reduction in the length of the breeding season;
- Reduction in calf and cow losses due to dystocia;
- Reduction in neonatal calf losses due to disease, particularly diarrhea, and
- Incorporation of sound economic analyses in management decisions.

Each of the objectives come at some cost—either financial or economic. Thus, the IRM project was conceived as a multidisciplinary, management-oriented study of cattle production.

### **Economic Perspective**

Many Colorado livestock producers are struggling to survive financially, hoping product prices

will improve. Unfortunately, livestock producers have little or no control over market prices.

Livestock producers do have control over their cost of production, capital usage and debt load, marketing strategies, size of operation, and other related items. Exercising control over such variables is considered a management function. Improvement of managerial abilities can potentially resolve many of the problems they are currently facing.

If the primary purpose of the IRM project is to maximize profits at the firm level, improvement of management in three major areas—production, finance, and marketing—must be addressed. These areas are highly integrated. Producers must develop a complete management and analysis system.

### **Background**

Representatives from the Colorado Cattleman's Association, Colorado Wool Growers, Cooperative Extension Service, and the Agricultural Experiment Station planned the project in December of 1982.



The IRM project involves in significant ways ranchers, Extension agents, and an IRM investigative team. Taken together they reflect the integrated multidisciplinary nature of the project. Viewed separately they seem to represent three "levels" of activity—the producer level, the technical advisor level, and the research level.

Disciplines included at the level of the IRM team are reproduction physiology, range management, agricultural economics, animal science, and veterinary science.

The Colorado IRM project involves seven participating ranchers. Dispersed throughout the state, they represent the major geographical and climatological regions [that is, high plains (northern and southern), high mountain country, and western desert]. Each works closely with his local Extension agent.

First effort of agent and cooperator is developing a 5-year ranch plan, with production and performance goals. Additionally, the cooperator and rancher are to identify those problems the cooperator perceives as most immediate. It is the cooperator's responsibility to actively participate in the program at all levels "including identification of the important problems, implementation of the program, and helping to seek financial support for the program."

### Systematic Approach

The underlying philosophy of the IRM project involves a systematic approach to problem solving and decisionmaking—the team approach.

This aspect of the IRM project is extremely important. Since the financial burden of any changes incorporated into the existing management scheme is borne by each individual cooperator, it is the responsibility of the entire IRM team to provide as much information as possible relating to the potential benefits and costs of alternative actions. For example, a recommendation by a beef specialist that a cooperator ear tag his breeding herd to assess herd performance must include information about the potential benefit/cost tradeoff.

### Key To Success

The key to incorporating sound management into ranching operations is realization of the whole production-marketing system of the ranch.

The initial step taken in the analysis of cooperator operations in the Colorado IRM project was an inventory of all ranch and nonranch assets and liabilities. This established an economic "bench mark."

The second step was an evaluation of each ranch recordkeeping system. In many farm/ranch businesses the accounting system is utilized only for tax reporting purposes. Thus, the significance of the accounting system for management purposes is overlooked or ignored.

The third step in operation analyses is introduction of enterprise budgeting as an evaluation and cash-flow planning tool.

An immediate use of enterprise budgets identified by one of the cooperators was the calculation of costs of hay production on their ranch to determine if purchasing hay is a viable option to production.

Other questions surfaced in consultations with ranchers relative to hay production; for example, the most cost effective way of putting up hay (square bales, loose hay, etc.). Enterprise budgets are proving to be of immediate assistance to the decisionmakers on ranches.

### Future Directions

Since the IRM project is in its first year, the needs for expanded research and education long-range planning in ranch management will continue to be identified.

Each cooperator represents a unique business situation and has unique personal qualities. The future direction to be pursued by the IRM team will depend on needs of each individual rancher. By identifying rancher problems, proposing alternative courses of action, and analyzing the results from which conclusions can be drawn, the IRM project will continue to be a significant service to the Colorado agricultural community. □



# Teleconferencing: Bridge For Better Communications

8 *Extension Review*



**Valorie McAlpin**  
Director  
Extension and  
Research  
Communications  
North Carolina A&T  
State University,  
Greensboro

New technologies such as audio teleconferencing are making it easier for state Extension program specialists to tell their stories. Participants evaluated after a recent audio teleconference between deputy administrators and program leaders of Extension Service, USDA, and Extension program specialists at North Carolina A&T State University in Greensboro think the exchange provided a positive exchange of ideas and information.

Of the 37 teleconference participants at five different call-in sites, 82 surveyed agreed that the teleconference was a real success, bringing about "increased awareness of program planning and anticipated results."

"The key to this success was preplanning" states Betty Fleming, moderator at the D.C. site.

Well thought-out objectives were identified and the conference was targeted to program people

exclusively. North Carolina A&T and Extension Service planned ahead, setting the target date only after estimating the necessary preliminary groundwork and deciding there was time to prepare and do a good job."

## Objectives

This 2-day teleconference series, initiated by North Carolina A&T, had two objectives: to critique 1890 amendments to the North Carolina 4-year Plan of Work (POW) and to acquaint ES-USDA with the North Carolina A&T Extension structure and programs.

After a detailed agenda was formed with specific dates, times, and names of participants, Daniel Godfrey, 1890 administrator, requested some discussion and feedback of the pilot teleconference idea among ES-USDA's Administrative Council. This coordinated response greatly added to the effectiveness of the teleconference.



To adequately prepare for the teleconference series, federal participants previewed a newly revised slide-tape presentation on the North Carolina A&T Extension program and reviewed current POW and NARS reports prepared by the PDEMS staff.

### Practice Session

Teleconference trainer and former Extension coworker Charlotte Purvis, of the Office of Day Care Services in Raleigh, North Carolina, served as resource person during the North Carolina A&T dry run and provided some useful tips on the "do's" and "don'ts" of teleconferencing for the group.

The teleconference series was held January 23rd and 24th with two program areas being highlighted each day. Participants represented all four areas-agriculture and natural resources, home economics, community development, and 4-H and youth, as well as evaluation and accountability and civil rights.

District program leaders at North Carolina State University (1862) participated, in part, as observers, and provided comments during the wrap-up of each segment.

### Slides Of Participants

Color slides of the participants, shown during the teleconference roll call at both sites, allowed everyone to actually see, as well as hear, the person saying hello. Those staff members at North Carolina A&T and ES-USDA who had conflicting schedules and had to be out of state participated by simply calling the bridge at the appropriate time.

"One big advantage of this kind of meeting," says Extension administrator Daniel Godfrey, "is the cost effectiveness."

Cost of air travel plus lodging and subsistence for 14 North Carolina A&T staff members totaled approximately \$3,528. Total cost of the teleconference series, which included telephone service and equipment rental, was less than \$200. (ES-USDA provided complimentary use of their 30-port bridging service.)

### Cost-Effective Interaction

"How else could you have gotten that many resource people together, given busy schedules and travel times, for that amount of money?" adds Godfrey.

Dalton McAfee, assistant administrator in charge of programs, stated that plans are now underway for future teleconferences with county and

state staffs. "We learned what could be achieved in a short time using this medium and are eager to apply this technology in meeting program objectives with county staffs."

### Tips

Evaluation reports from this pilot series cited a few good tips for future teleconferences of a similar nature:

- Limit the number of programs to be discussed;
- Allow plenty of time for the "question-and-answer" period;
- Use as many visual supports (slides, transparencies, video tapes) as possible;
- Make sure both sites are using identical material, well marked for easy referral;
- Record specific areas where followup is needed and provide leadership to ensure that followup takes place; and
- Relax and be as conversational as possible.

To receive a fact sheet describing this teleconferencing pilot effort, write to: Valerie McAlpin, director, Extension and Research Communications, North Carolina A&T State University, P.O. Box 21928, Greensboro, North Carolina 27420. □

*An audio teleconference between North Carolina A&T State University and ES-USDA held in January, permitted a critique of North Carolina's 4-year Plan of Work. Left: ES-USDA staffers listen intently to Daniel Lyons, Extension program coordinator, Agriculture and Natural Resources, North Carolina A&T, while a slide of him is displayed. Right: At North Carolina A&T, Sheldah McDowell, 4-H youth specialist, takes the microphone while (l. to r.) Henry Revell, Thelma Feaster, and Dalton McAfee stand by.*





# National 4-H Council: Linkages For Youth

## 10 Extension Review

**Marlene J. Forbes**  
**Print Media**  
**Coordinator**  
**National 4-H Council**  
**Chevy Chase,**  
**Maryland**

Throughout its history, 4-H has linked country kids with city kids, government with state land-grant educational institutions, youth with adult volunteer leaders, and the public with the private sector. All of these links in this dynamic educational chain have a common bond—a strong commitment to America's youth. Through their combined efforts, young people attain knowledge, develop life skills, and form attitudes that enable them to become successful adults.

Nearly 45 million 4-H alumni have translated their 4-H experience into success and achievement in a variety of careers. "4-H had a very important place in my formative years and has had a lasting influence in my life," explains Bill Emerson, now a member of the U.S. House of Representatives from Missouri.

"I owe my career to a 4-H beginning and dedicated county Extension 4-H agents," recalls Kathryn Treat, assistant dean, home economics, New Mexico State University at Las Cruces.

These are but two examples of the lifelong impact of 4-H, which currently numbers nearly 4.5 million members.

### The Private Sector Link

At the national level, private support for 4-H is channeled through National 4-H Council—a private, nonprofit educational organization which uses these resources to help strengthen and expand programs for youth.

Underscoring the belief that 4-H'ers could be motivated and outstanding youth should be recognized, the corporate community has provided funds for incentive awards since 4-H began. The involvement of each contributor was precipitated by different program needs:







- Montgomery Ward & Co., supporter of 4-H for the past 63 years, was the first to provide educational awards on a national scale.

- The Firestone Trust Fund began a 40-year involvement with 4-H as the original donor for the soil and conservation projects. It currently sponsors the automotive awards program and National 4-H Engineering events.

- Westinghouse Electric Corporation's connection with 4-H goes back 49 years when its radio service in Chicago broadcast 4-H news three times a week. Today Westinghouse sponsors the electric energy awards program.

- The Santa Fe Railway System has supported its belief in the 4-H mission for more than five decades through educational awards and scholarships in selected states.

- International Harvester established a 65-year tradition by being first to host a luncheon and provide tours of its Chicago manufacturing facilities to National 4-H Congress delegates. Today the firm contributes to the agricultural awards program.

**Looking Toward The Cities**  
Changing social conditions and migration from farms to cities signaled the expansion of 4-H to urban areas. Coats & Clark Inc., provided seed money through National 4-H Council for the first urban 4-H club in Chicago. This program was a prototype for similar clubs in other metropolitan areas.

Now each year approximately 1,800 corporations, foundations, individuals and organizations contribute nearly \$4 million through the Council to support 4-H at national, state, and local levels. National 4-H Center is a monument to public and private sector linkages.

*Whether the focus is on citizenship or gardening, sewing or baking, 4-H links youth to a dynamic educational chain.*

*Throughout the years, the corporate community has provided resources to help expand programs for youth*

*Lower Left: James L. Ferguson, chair and chief executive officer, General Foods Corporation, appears at the 62nd National 4-H Congress in Chicago with 5 national Food-Nutrition winners.*





Although the National 4-H Council owns and operates the Center, it belongs to 4-H and Extension. Throughout its 26-year history the Center has been the site for the annual National 4-H Conference as well as for hundreds of citizenship and leadership training programs for 4-H members, volunteer leaders, and staff.

### The Volunteer Network

A vast corps of more than 630,000 volunteer leaders makes a contribution in time and energy which amounts to approximately \$1.1 billion annually—far more than the monetary value of public and private sector support combined.

To help Extension meet its top priority needs for expanding and strengthening the volunteer network, the 4-H Council has developed private support for new programs. One is the 3-year-old "Salute to Excellence" program sponsored by R.J. Reynolds Industries, Inc., where one outstanding volunteer from each state attends a week-long recognition and training program.

The other is a 5-year volunteer training program begun by the Kellogg Foundation in 1984. The objective of this program is to develop volunteers in middle management, to prepare them for service on boards and committees, and to increase opportunities for teen volunteer leaders.

Implementation of this grant will involve pilot programs in some 24 states and the sharing of results across the country.

In addition, a new nationwide leadership training program sponsored by The Monsanto Fund—"Profiles For Tomorrow"—was established for 4-H teen members. Participants will be drawn from state 4-H teen councils and state grants will be provided for teen team participation and program support.



*4-H has influenced the lives of more than 45 million alumni by teaching valuable life skills and instilling confidence through achievement. Through the National 4-H Council, nearly 1,800 corporations, foundations, individuals, and organizations contribute nearly \$4 million to 4-H youth at the national, state, and local levels.*



A forum, to be held at the National 4-H Center in October, will provide leadership training in such skills as goal setting, decisionmaking, communications group process, and team building.

### International Connection

International programs have been an important part of 4-H since 1948 when the International 4-H Youth Exchange program was founded. During the ensuing 37 years some 26,000 youth have benefited from an international experience and some 60,000 families have hosted international exchanges. International programs have attracted government grants and contributions from private donors. For example, the 1985 IFYE program received a special grant from the U.S. Information Agency as well as contributions from Exxon Corporation, Ford Motor Company Fund, Gerber Baby Foods Fund, Kellogg Company, and Ralston Purina Trust Fund.

### Educational Aids

The need for educational aids has helped broaden private sector contributions. The National 4-H Council has been highly successful in linking private sector support to the expertise of the Cooperative Extension

Service and the land-grant university system to develop member and leader manuals, activity guides, slide sets, television series, educational reprints, leaflets, and fliers. Newest on the horizon is a TV series entitled "Blue Sky Below My Feet." This three-part series is being produced as a cooperative venture between 4-H, National Aeronautics and Space Administration, and Arthur Young & Company. The series on fiber and clothing; nutrition, food, and fitness; and gravity is aimed at 9- to 12-year-olds.

In the field of bicycle safety, the linkages have extended to other groups through a National Bicycle Education Consortium which recently received funding from Southland Corporation for curriculum development.

### The Campaign For 4-H

To continue solid service to the youth of America, 4-H programs must be advanced within the context of the social and economic realities that confront America in the 1980's and beyond. Helping to meet this challenge is The Campaign for 4-H, a 5-year, \$50.6 million effort inaugurated in 1982. The campaign fosters further linkages between county, state and na-

tional efforts to increase private funding and maintain public support for 4-H.

To date, the campaign has raised more than 40 percent of its goal—primarily from the corporate sector and from a major foundation grant. During the second phase of the campaign, more emphasis will be placed on individual and foundation giving, as well as expansion of this fundraising effort at the state and local level.

Commenting on the successful merger of public and private sector resources, Donald Stormer, deputy administrator, Extension 4-H, states, "For 80 years, the public and private sectors have joined in support of the 4-H program, our nation's largest and most widely-acclaimed out-of-school educational program for youth. The program has successfully joined the resources of government, land-grant state universities, the private sector, and volunteers. The synergy created has produced results well beyond expectations of any component part of the cooperative system, and has built 4-H into one of the nation's most cost-effective educational efforts." □





# So Latchkey Children Are Not Alone

## 14 Extension Review

**Elaine Wilson**  
*Extension Parenting  
Specialist  
Oklahoma State  
University,  
Stillwater  
and  
Trease Layton  
Extension Home  
Economist  
Comanche County  
Lawton, Oklahoma*

For any agency, meeting the needs of latchkey children—children who are at home alone—is an enormous task. And that task can become overwhelming when the community involved includes 35 elementary schools, a military base, industry, and a university. Rather than recoil under the stress, several agencies in Lawton, Oklahoma, with leadership from Extension home economists, are working together to serve a large number of families in a variety of ways.

### Needs

The large number of single-parent and dual-earner families has created one of the pressing needs of the 1980's—before and after school child care. Surveys in two elementary schools in Lawton, Oklahoma, led to estimates that 37 percent of elementary age children go without adult supervision for a significant part of each day. The problem continues during the summer when many children are home all day by themselves.

Psychologists and sociologists say that ignoring the problem will exact a tremendous social cost. Because of a lack of supervision some children will suffer actual physical injuries; a much larger number will grow into adulthood with anxieties

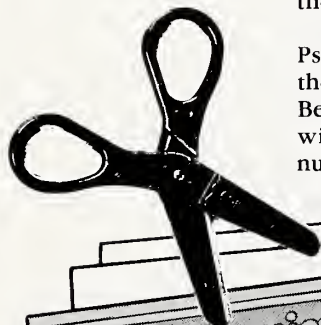
and insecurities. A recent survey indicates that being left alone is a child's greatest fear—ranking above their fear of death.

Latchkey children need training in how to answer the telephone and door when they are at home alone, as well as skills in using the phone to call for help.

Thus, the needs of latchkey children are complex, ranging from physical safety to psychological comfort. Staff in several local agencies were concerned about these needs and wanted to assist latchkey children and their parents.

### Interagency Cooperation

As planning toward establishing more extended day schools was developing, the Extension home economist emerged as a leader in offering an educational program to help teach survival skills to children home alone. This positive action resulted in cooperation and assistance from a variety of agency leaders and organizations. Making the first offer of cooperation changed the group's attitude.





When representatives from local agencies met as the Adult and Community Education Advisory Committee (the agencies included public schools, PTA's, parks and recreation, industry, military services, and the Cooperative Extension Service), discussion centered around the need for and ways to establish more extended day elementary schools. The success of one such operating school was a bench mark from which to work.

### School Enrichment

Extension offered the agencies a tangible package of educational materials. These materials contained lessons on: 9-to-5 Survival Skills for Kids with Employed Parents, Repairing Clothes, Safe Practices, Snacks, and Fire Safety.

A proposal to a private local foundation, The McMahon Foundation, resulted in a grant to purchase five sets of commercially developed filmstrips to support the lessons.

The home economist laid the groundwork by presenting the idea to the PTA council, and to

elementary principals. Materials were provided to 35 elementary schools, grades 3-6 (264 teachers and 6,000 students). In addition, the state parenting specialist presented a staff development session for 50 teachers. The school system paid for the specialists' travel in return for the training.

### Media Services

Local newspapers ran information articles that originated with the Extension state office, but were localized by the county home economist. The press also kept the public aware of the progress of the local program. Emphasis was given to the cooperative efforts of the schools, parents, and Extension to address the needs of latchkey children and the teaching of survival skills.

Extension Service provided visuals and information to the local television station, which in turn developed a special series of three news stories including interviews with agency representatives on the needs of latchkey children. The media coverage plus a televised interview with the state specialist kept parents aware of the purpose and programs of the project.

### Phone Services

Another local agency, the Crisis Organization, a 24-hour volunteer hotline for counseling and referral services, added a phone line for latchkey children. The phone line is called CHATTERS, an acronym for Children Home Alone Telephone Reassurance Service. Children can call the number if they feel the need to talk to an adult, have questions about homework, or are frightened.

CHATTERS is staffed with volunteers trained to answer phones and meet the needs of children who call, and act as a "phone friend" and supplemental support for parents.

### Friendly Bargaining

When a problem is too big for one agency to handle, several agencies must work together to meet the challenge. Working together requires creative leadership and "friendly bargaining" by agency representatives. In our case, the purchase of filmstrips and the state specialists' travel were funded by other agencies in return for Extension's printed materials. Media contacts were especially important.

This sort of cooperation maximizes services and implies mutual endorsement.

Extension Service is in an excellent position to trade materials and expertise for specific funds, publicity, and access to specific audiences. The key is clear communication and "friendly bargaining" among agencies. □





# "Almanac" Weds Extension And Public TV

16 Extension Review

David Jenkins  
Head  
Agricultural  
Communications  
and  
Mike Gray  
Extension News  
Editor, Television  
and  
Judy Mock  
Extension Specialist-  
in-Charge, Human  
Environment  
North Carolina State  
University, Raleigh

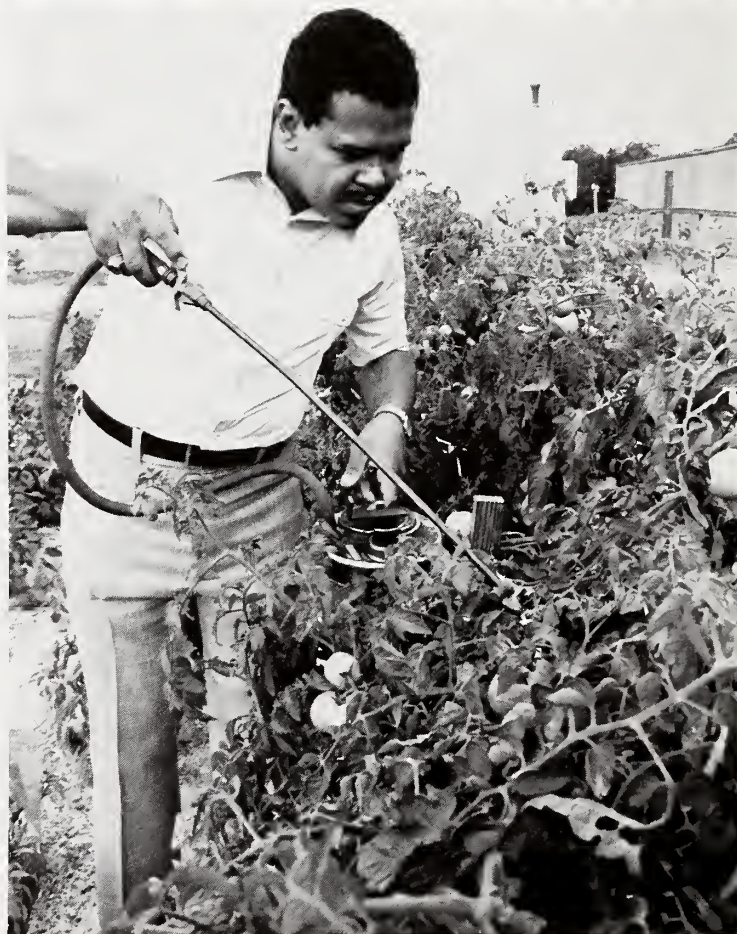


"Almanac"—a 30-minute  
twice-a-week telecast in a  
"magazine format"—is a  
cooperative production of the  
Agricultural Extension Service  
at North Carolina State  
University and the Center for  
Public Television at the  
University of North Carolina.  
The low budget telecast, the  
highest rated locally produced  
program on public TV in the  
state, features programs that  
range from doings at a 4-H  
summer camp to horticultural  
tips on growing vegetables.

The marriage between two of North Carolina's premiere educational institutions is proving that interagency cooperation can lead to a mass media success.

The Agricultural Extension Service at North Carolina State University in Raleigh and the Center for Public Television based at the University of North Carolina in Chapel Hill are in their fifth year of cooperatively producing "Almanac." "Almanac" is a 30-minute "magazine" format show telecast twice a week on Tuesday at 7:30 p.m. and Saturday at 5:00 p.m. The cooperation is paying off for both agencies.

"Almanac" is the highest rated locally produced program telecast on public television in North Carolina and this year received the Governor's Conservation Educator of the Year Award. The program provides





the Extension Service with a statewide television audience for its information and in turn supplies the Center with a quality air product.

### Instant Network

North Carolina's Agricultural Extension Service serves over 6 million citizens through its 101 county offices and a variety of media delivery systems. The Center for Public Television operates an open circuit broadcast television network blanketing the state with 10 transmitters and numerous translators. "Almanac's" success is a tribute to the cooperation between these two state agencies.

Extension Television Producer Mike Gray and Home Economics Specialist Judy Mock host "Almanac" during its 28 weeks on the air. In the spring, Gray produces 14 weeks of "Almanac Gardener" a home gardening question-and-answer-show interspersed with on location "how to" gardening features.

Gray works closely with Geary Morton, the Center's "Almanac" director, to coordinate the program's production. Extension specialists and agents act as talent and the Center provides field production, video tape editing, publicity, and engineering support.

### Outreach And Promotion

In the world of broadcast television, "Almanac" is considered a "low budget" production since the only out-of-pocket costs are for travel, tape stock, and occasional props. A yearly \$7,500 grant from the Weyerhaeuser Corporation helps defray many of the programs production expenses.

Over the past 5 years, "Almanac" and "Almanac Gardener" have built a loyal

following among public television viewers. Nielson audience figures have continually put the show at the top of the local ratings. For instance, the November 1984 book tabulated over 22,500 homes representing some 62,000 North Carolinians watching every week. Moreover, during the 1984-85 season the programs have received over 2,500 viewer cards and letters requesting Extension information offered on the shows.

Promotion is one of the keys to "Almanac's" success. The Extension Service produces a seasonal brochure which is sent to viewers, the Center airs "Almanac" promotions and features around its prime time programs, and agents actively promote the show in their counties.

### Survey

To better understand "Almanac's" impact and determine the audience's programming needs, Extension Service in 1982, and again in 1984, conducted a viewer survey based on a random sampling of people who had written to the program. A total of 455 surveys were mailed representing 20 percent of the audience who had written in. The return rate was impressive. Over 46 percent of the viewers sent back their questionnaires. Survey results gave an insight into the audience as well as the kinds of Extension information the viewers found most helpful.

Demographics indicate that our audience is about evenly divided between men and women. For the most part they are middle-aged, well educated, and economically comfortable. Since the survey was conducted in the summer, horticultural and related features scored high. Food preparation features have long been popular among the audience. Features relating to 4-H, Extension surmised, were less than popular because of the age of the audience.

As for the usefulness of the Extension information, fully 90 percent said it was informative and 59 percent had put it to use. Eighty-four percent of the audience had made an Extension contact; 44 percent had contacted their local county Extension agent; 27 percent had called Teletip; and 14 percent had attended a meeting or field day. One statistic that administrators like to see was that 97 percent of those surveyed said that "Almanac" and "Almanac Gardener" had increased their understanding of the North Carolina Agricultural Extension Service.

### Viewer Comments

One section of the survey dealt with viewer comments.

"The program made me aware of better ways to cope with various situations. It gives me encouragement to grow; learning is a continuous process."

"I am a homemaker and I like the variety presented on 'Almanac.'"

"The demonstration approach. . .seeing how it's done. . .is as much or more help than just reading about it. . .the newest ideas. Refreshing and informative."

"It has helped me in my gardening and cooking. I think 'Almanac' is such a good thing for North Carolina."

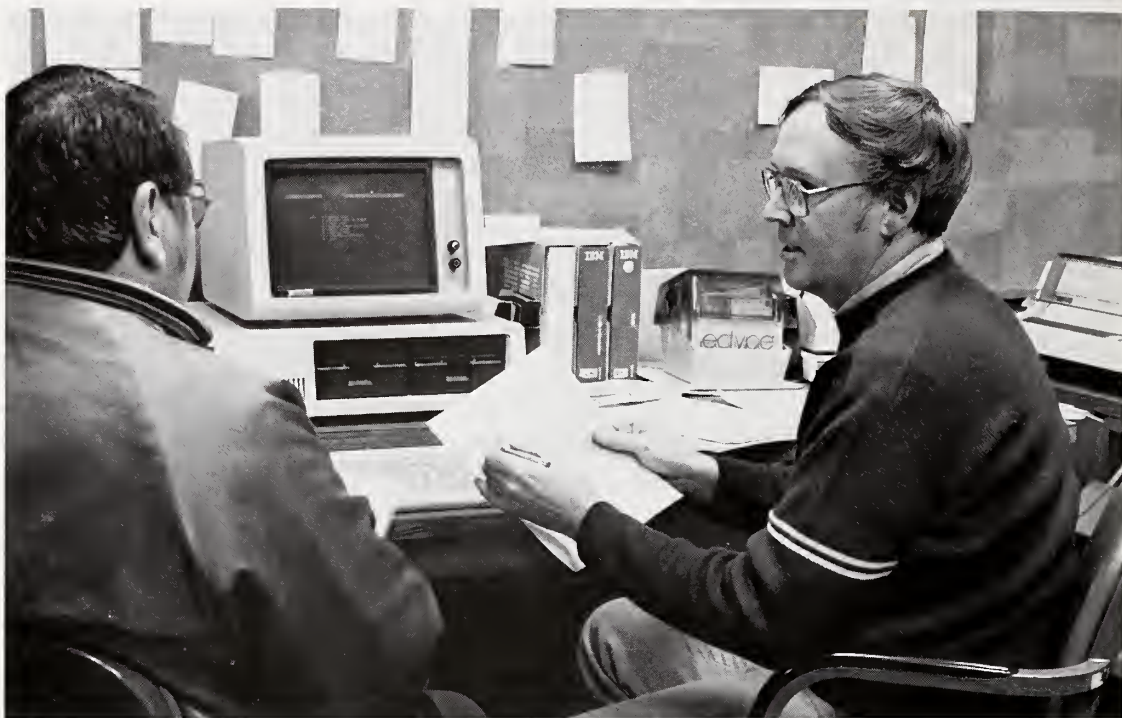
"I have learned a great deal about North Carolina from 'Almanac'—environment, horticulture, and geography. I feel we have a lot to be proud of."

Extension will continue to use the audience data to fine tune "Almanac" and "Almanac Gardener" to make them more audience responsive. After 5 years of production, both cooperating agencies agree "we have a lot to be proud of." □

# Project Support—For Stressed Farm Families

18 *Extension Review*

**Jack M. Sperbeck**  
Extension  
Communications  
Specialist  
University of Min-  
nesota, St. Paul



"This audience was never together before," says David Hanson, county Extension director, Dodge County, Minnesota. Hanson is referring to a group of bankers, teachers, social services professionals, and others who met in an "open forum for professionals" to deal with the farm crisis.

Goals of the group were to accurately describe the farm situation in the county, get a better understanding of how the farm crisis was affecting farm families, and to share ideas and programs.

Hanson and coworkers Mary Urbanski and Merv Freeman organized the program.

The meeting started with a discussion of the crisis situation as it happened during the 1970's and 1980's. Following were 5-minute presentations by each professional group, followed by an open discussion.

## **Project Support**

This scene is not unique to Dodge County. In one form or another, it's happened in every Minnesota county as part of Project Support, an intensified program coordinated by Extension to help distressed farm families.

In Carver County, Extension Director Jeanne Markell worked with a Task Force on Rural Families, an interagency group. Over 100 people—including clergy, civic leaders, elected officials, bankers, and agribusiness leaders—attended a "Focus on Rural Families" conference, planned at the "awareness level" for people working with farm families.

Markell coordinated the program. But she says Extension workers need to "go low profile" at times and share program successes liberally with other agencies. "To work successfully with other agencies we need to work hard at fostering a spirit of teamwork and idea sharing," she adds.

## **Networking**

The two meetings described above were organizational meetings. Since that time, lots of specific help has been offered to farm families. In Rice County, Extension Director Roger Wilkowske also held an initial awareness meeting on the farm financial crisis and related family stress. Wilkowske knew that informal helping networks were already working. He eventually decided to publish a Rice County Farm Support Network. It has names of several farmers and farm couples who volunteered to be "good listeners" and work with farm families. Some of the volunteers have gone through bankruptcy.



### Young Farm Couples

In Winona County, Agents Neil Broadwater and Nancy Charlson started a young farm couples group. They wanted to form a support system and develop a "place to go" for couples of the same age and concerns. The first meeting featured a potluck meal and speaker Nancy Kristensen, director and parent educator of the Central Parent Program in Winona County. Topic of the first program was "Happiness for Farm Couples Through Better Communications."

"Make sure that publicity doesn't imply that farm couples are participating because they're having financial problems," Broadwater advises. "We asked news media people not to take pictures of the participants without asking."

LeSueur Agent Bob Leary believes strongly in working with farm advocacy groups, even if you don't agree with them. "If we're part of these groups from the beginning, we'll be able to work with these people," he says.

### Urban-Farm Dialogue

Hennepin County is a metropolitan county. Minneapolis is located in Hennepin County, but there are also some farms. Agents Jim Kemp, Diane Corrin and Mary Anne Casey wanted to promote understanding of the farm crisis by encouraging dialogue between urban and farm families. They worked with the Northeast Minneapolis Community Education Office to organize a farm tour.

The agents selected family farms with livestock operations. Dairying is the largest livestock enterprise in Hennepin County, and the tour included two dairy farms. A horse farm was included to represent the large horse population in Hennepin County, which is expected to grow.

A panel addressed the concerns of farm and urban families. One person shared the emotional and financial experience of losing a farm due to foreclosure. Other speakers pointed out the impact of rural problems on urban residents.

### Agency Cooperation

Kathy Mangum, coordinator of Project Support, works closely with the Minnesota Attorney General's office, which maintains a hotline and lawyer referral service.

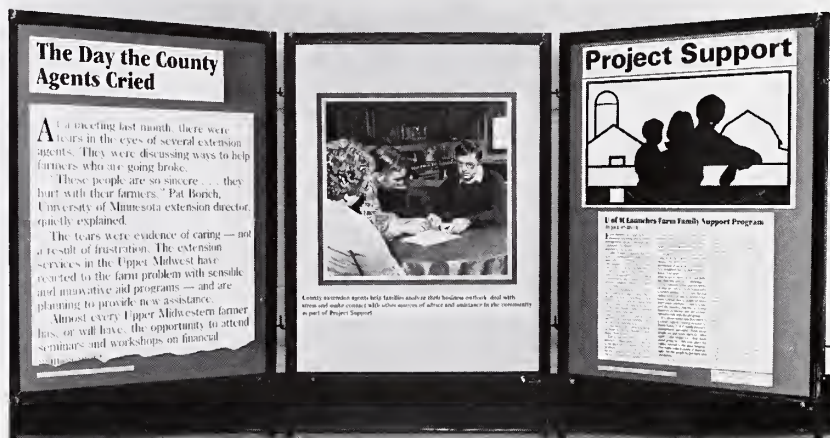
Recent crisis legislation provided for Extension to train vocational agriculture teachers through FINPACK, a series of farm financial management programs.

Networking with other agencies was part of the Minnesota scene before Project Support. Mangum previously worked with unemployed iron workers in northeastern Minnesota as part of Northeast Thrust, a program to aid residents faced with living on drastically reduced incomes.

Minnesota's work with other agencies has attracted the attention of the state's chief executive. Governor Rudy Perpich recently wrote to the University of Minnesota President, Kenneth Keller, thanking the university for "targeting resources and programs to rural counties experiencing an economic crisis. . . ."

"Leaders representing agriculture, business, labor, and county boards of commissioners have all indicated to me their support of the efforts of the University Agricultural Extension Service," the Governor continued. "Project Support and the Northeast Thrust Project are programs that are providing valuable assistance to families and individuals experiencing economic and social distress through no fault of their own." □

*Project Support involves networking with other agencies in an intensified program coordinated by Extension to help stressed farm families in Minnesota. Displays about Project Support activities, sit-down meetings with farm families, and demonstrations of FINPACK, a computerized farm financial planning program, are being employed by Extension agents throughout the state.*





# Gardeners Master The Perfect Plot

20 *Extension Review*

**Earl J. Otis**  
**Extension**  
**Information**  
**Specialist, Print**  
**Media**  
**Western Washington**  
**Research and**  
**Extension Center,**  
**Puyallup**

A demonstration garden project by Master Gardeners here has gone so perfectly that some of the problems most backyard gardeners face can't be demonstrated. Finding a bug, a weed, or a garden pest is almost impossible. It's the kind of problem every gardener would like to have.

The picture-perfect plot is a tribute to the Master Gardener program that was born in Washington state and has been copied throughout the country.

The half-acre garden at Jennings Park in Marysville, Washington, was sod 2 years ago. Then Washington State University's Extension Horticulturist Rick Reisinger and Snohomish County Master Gardeners went to work.

Now it's the object of visits from local television crews, newspaper writers, and people from many states in the Nation, and some foreign countries.

Master Gardeners are almost always on the scene to show it off, hoe a weed, or water.

The city of Marysville and many local business people have made the garden possible, according to Howard Bentley, master gardener coordinator. Work parties of from 20 to 25 Master Gardeners turned it into reality.

## New Varieties, New Seeds

The garden shows a variety of methods for growing vegetables, berries, herbs, ornamentals, and fruit trees, but all of it goes much further than this. There are new varieties of flowers and vegetables from the best new seeds grown in the majority of test gardens around the United States, Canada, and Mexico.

There are raised beds for the handicapped. There is a winter garden, a container garden, an organic garden, and more. The Master Gardeners make the place go and couldn't be more proud of it if the whole plot was part of their own yard. Cliff Paddock, a two-year Master Gardener, smiles when he says: "I've learned a lot."

In Washington, Master Gardeners agree to give 25 hours of volunteer time for their original training. "We thought they said 25,000 hours, instead of 25, and we're trying our best to make it," Paddock laughingly contends. Paddock tells how he gave up trying to raise carrots 30 years ago. "Then, I became involved here," he says. "We learned about Reemay (a row cover and insect screen) and now the carrot maggots can't get at the plants to lay their eggs. I'm raising carrots again."



## No Insect Damage

Generally speaking, a perfect garden doesn't make the best teaching tool. The Master Gardeners aren't exactly thinking about importing some insects, but it is a fact they don't have much to show in the way of insect damage at the garden site. Can a garden be too perfect?

"You don't have to worry. The insects will come soon enough," says Master Gardener Ralph Dearing, a 3-year veteran of the Master Gardener program.

## Plots For The Handicapped

The entire garden is fenced to keep out animals but a separately fenced portion makes for special attention. It is the raised plots designed for the handicapped. A gentle ramp leads to and around the plantings so a person in a wheelchair can water, weed, and harvest with relative ease.

The demonstration garden is open during park hours and Master Gardeners are available to answer questions and explain techniques Tuesdays through Saturdays. A small handout offered guests does a thorough job of telling what the demonstration garden offers and tickles the imagination even without actually seeing the pretty plot. □

*A handicapped volunteer  
waters the tomatoes at the  
Master Gardener  
demonstration garden plot in  
Marysville, Washington.  
Extension at Washington  
State University, working with  
Snohomish County Master  
Gardeners, helps make this  
half-acre project a model  
facility.*



# Breaking Down Barriers

Extension Review 21



## Extension Efforts

Jenny's story is but one example of how Extension strives to improve the quality of life for handicapped persons and to help others become more sensitive to the needs and rights of the handicapped.

Extension has expanded and adapted traditional programs to meet the special needs of handicapped persons. Extension also practices mainstreaming—integrating handicapped persons into existing programs. Some Cooperative Extension staffs have developed innovative, nontraditional programs for handicapped persons.

Working with Extension professionals are many volunteers who generously donate their time and energy to assist the handicapped. In addition, public and private organizations cooperate, contributing expertise, services, and funds to help urban and rural handicapped persons.

## Ongoing Programs

Almost all Cooperative Extension staffs offer 4-H activities that benefit the handicapped. Programs such as the "Meet the Kids on the Block" puppet show help youth as well as adults gain a better understanding of individuals with disabilities.

In Colorado, the puppet show teaches elementary school-age youth about deafness, blindness, mental retardation, learning disabilities, cerebral palsy, and other handicaps. Since Colorado's program began in May of 1981, over 75,000 individuals have seen the presentation.

Other 4-H activities, including raising leader dogs for the blind, provide specialized services for the handicapped. Mainstreaming handicapped children in existing 4-H activities, schools, and other

**Carolyn Bigwood**  
**Writer/Editor**  
**Extension Service,**  
**USDA**

---

*Florida 4-H'ers Jennifer Knowles (seated) and her sister Theresa won a blue ribbon for their team demonstration project about physical therapy for the palsied child.*

---

## **USDA Rural Handicapped Program**

When 4-H'er Theresa Knowles brought her younger sister Jenny to a meeting of the Ocala Magnolia 4-H Club, other 4-H members and volunteer leader Rose Marie Marzella welcomed her to the group.

Like other children, Jenny came to the meeting eager to participate in club activities. She also came with a

wheelchair and the muscular incoordination and labored speech of a victim of cerebral palsy. Despite her handicap, there was a place for Jenny in 4-H.

Slowly the barriers are coming down in employment, education, social activities, and other areas, enabling handicapped persons like Jenny to live fuller, more productive lives.





situations is encouraged. In addition, 4-H adapts traditional programs for handicapped youth. Among these are special olympics, camping, and arts and crafts projects.

Some 4-H programs offer horseback riding—a beneficial form of exercise and therapy for handicapped persons. Michigan's program, for example, involves people of all ages, the horse industry, intermediate school districts, and service organizations.

#### **Addressing Specific Needs**

Extension programs also address food, nutrition, and health needs; homemaking and human developmental skills; and special clothing and housing requirements of handicapped persons. Some specific activities are designing special kitchens for handicapped homemakers; training volunteer care-givers of the handicapped elderly;

publishing a Braille newsletter; providing arts and crafts projects; and helping handicapped persons and their families access educational, vocational, and social services.

Extension clothing workshops teach participants how to alter clothes for the handicapped to increase their comfort, moveability, and ease in dressing and undressing.

Many Extension gardening programs provide raised plots and ramps for wheelchairs to enable physically handicapped persons to grow their own vegetables and flowers. See Washington's Master Gardener article, page 20.)

Extension helps handicapped farmers obtain alternative farm equipment designs, modifications, and accessories to aid them in operating agricultural equipment and completing other farm-related tasks.

#### **Innovative Programs**

In 1977, Purdue University's Department of Agricultural Engineering, with funding from Deere & Company, started the innovative Breaking New Ground project to assist physically handicapped agricultural producers.

Under the leadership of Extension Safety Specialist William Field, the Breaking New Ground project initiated numerous activities to assist handicapped farmers, including publishing the quarterly *Breaking New Ground* newsletter for agricultural producers with physical handicaps and rehabilitation professionals; providing an information and referral service; designing and constructing hand controls and tractor manlifts; and assisting in designing, organizing, and conducting workshops.





In 1984, the National Institute for Handicapped Research provided a grant to expand services and establish a resource center. For additional information about the project and a free subscription to the newsletter, write to Terry Wilkomm, project coordinator, at Purdue University's Department of Agricultural Engineering.

### Workshop For The Disabled

In March 1985, with guidance from William Field, Maryland hosted a MidAtlantic Workshop for Disabled Individuals and Their Families in Rural and Agricultural Communities—the first conference of its kind in that area.

The conference's primary purpose was to bring together rural families with physically and mentally disabled members for specialized instruction and exchange of ideas, says Extension Agricultural Engineer and Conference Coordinator Gary L. Smith at the University of Maryland. Delaware, Pennsylvania, New Jersey, West Virginia, and Virginia participated with Maryland. Several state agencies in Maryland provided program assistance.

Maryland videotaped the conference sessions. Television Specialist Kathleen DeMarco with the University of Maryland says copies of the tape will be used as training aids for county agents.

### Education And Employment

In Vermont, Extension is cooperating with the State Division of Vocational Rehabilitation to provide individualized education, evaluation, planning, and vocational rehabilitation services to 300 to 400 clients annually.



In Missouri, Training of the Disabled in Computer Programming (TODCOMP) offers highly individualized computer instruction and independent living skills training for handicapped students.

Washington, cooperating with other agencies in the state, established an injured workers advisory group to assess specific educational needs of injured workers and their families, and to develop educational structures and materials to address those needs.

### USDA Services

Extension Service and other USDA agencies are strengthening their commitment to assist rural handicapped persons. In February 1983, USDA entered into a memorandum of understanding with the Presi-

dent's Committee on Employment of the Handicapped to expand services in support of handicapped rural residents.

The USDA Rural Handicapped Committee was organized with Extension Service as the lead agency in carrying out the intent of the memorandum of understanding.

One committee project—a resource booklet, "USDA Services for Rural Handicapped Persons,"—will be used by USDA headquarters and field staff in answering inquiries from the handicapped about available services. □

*The special needs of the handicapped are addressed in Extension programs such as horseback riding—a beneficial form of exercise and therapy—offered in many states, and Indiana's Breaking New Ground Project for disabled farmers. Bottom: Trained volunteers assist in instructing horse management and riding to handicapped youth and adults. Top: Farmer Don Skinner, Pawnee, Illinois, uses a cable winch operated chair lift to get into his cab*



# The Choctaw Nation — A Commitment To Tomorrow

24 *Extension Review*

**Jimmy Bonner**  
*Extension  
Writer-Editor  
Information Services  
Mississippi State  
University*

*Extension community development specialists played an important role in developing an industrial park on the Choctaw Indian reservation in central Mississippi. Top: Beasley Denson, secretary-treasurer of the Choctaw tribal council, checks work progress at one of the automobile wiring harness plants owned by the Choctaws. Right: Denson discusses economic development progress on the reservation with Steve Murray (right), Extension community development specialist.*



A spirit of cooperation and determination on a Choctaw Indian reservation in central Mississippi is a storybook example of what working with "nontraditional" groups in Extension is all about.

That cooperation and commitment is helping to turn generations of despair and poor living conditions into jobs and hope for tomorrow for the Mississippi Band of Choctaw Indians.

## **Choctaw Tribe**

The Choctaw tribe numbers about 5,000 Indians, descendant of those who resisted relocation attempts in the 1800s and early 1900s and who live on 20,000 acres in central Mississippi near Philadelphia. Most live in Neshoba County.

Through their determination, the Choctaw Nation has emerged as one of the finest examples in America of how those with limited resources can influence their own destiny.

## **Working Reservation**

The working reservation currently boasts schools, churches, modern housing units, a hospital, a tribal meeting hall, administrative offices, a sports arena, and an industrial park that has played a major role in economic improvement for the Choctaws.

Since 1979, the industrial park has created 900 jobs for men and women while bringing an estimated \$11 million payroll annually to the tribal companies that own the plants. The plants are a major means through which the Mississippi Cooperative Extension Service is providing assistance to the Choctaw Nation in their industrial development efforts.

"The Choctaw saw jobs as their most pressing need and realized that manufacturing was the best way to get those jobs," says Steve Murray, Extension community development specialist.

## **History**

The once powerful Mississippi Choctaw Nation was disbanded in 1830 and most tribesmen relocated to Oklahoma. Only about 1,000 were left when the Bureau of Indian Affairs opened in Philadelphia, Mississippi, in 1918. In the years since, small tracts of land were acquired and elementary schools built. But poor economic conditions fueled by generations of unemployment and lack of education remained rampant.

"Poverty was a tremendous problem," Murray says. "There was no high school on the reservation until 1964. Unemployment in the early 1960s was more than 80 percent. There really were no jobs."



In 1963, only about 5 percent of the households on the reservation had running water. Alcoholism brought on by years of despair and poverty was a major problem.

### Turning Point

Conditions began to change when Phillip Martin, now tribal chief, returned to the reservation in 1960 after a 10-year stint with the Air Force.

"A lot of people thought that Indians were content with monthly welfare checks and wouldn't work," Martin says. "We knew better."

After much persistence, a high school was built in 1964. Those who became high school graduates and the handful with college degrees led the way. The goal was getting the unemployed off welfare and into jobs.

Then, with federal help, the tribe built better housing and health care facilities. Next came industrial development. In 1969, the industrial park was built with a grant from the Economic Development Administration.

### Industrial Growth

"In 1979, the Choctaws started their own plant, doing contract work for General Motors," Murray says. "It was in this plant that the Choctaws proved themselves."

That first plant, called Chahta No. 1, now employs 200 who assemble automobile instrument panel wiring harnesses for the Packard Electric Division of General Motors.

Other plants quickly followed, and the Choctaws became a model not only for other Indian tribes but also for non-Indian rural areas as well.

In 1981, American Greetings Corporation opened a 120,000-square-foot plant to manufacture greeting cards. The plant, financed with industrial revenue bonds issued by the city of Philadelphia, Mississippi, now employs 250.

In 1983, Chahta opened Plant No. 2 to make wiring harnesses for Ford Motor Co. The plant now employs 250 and covers 43,000 square feet.

### Management Expertise

"The Choctaws are developing real expertise in starting up and managing industry," Extension Specialist Murray says.

"About 25 percent of the workers in the Choctaw plants are non-Indians. The Choctaws see this not only as a successful minority project but also as a good community project."

By January 1985, unemployment on the reservation had dropped to less than 20 percent as the effects of new jobs took hold. Conditions are expected to improve further as more jobs become available.

### Extension's Role

Extension involvement on the reservation has resulted in the Choctaws feeling a part of Mississippi State University and the Extension family, according to Murray.

Beasley Denson, 35, secretary-treasurer of the tribal council, is an MSU graduate and was in charge of agricultural Extension programs on the reservation for several years. His wife, Lena, is a 4-H club volunteer leader. Neshoba County Agent Ivory Lyles and Winston County Agent Roger Crowder supplement the reservation's own Extension staff and work closely with Choctaw farmers in vegetable production. Fertilizer, lime, and seed are provided to about 360 Indian families in the home gardening program through a Tennessee Valley Authority demonstration project administered by Joe Schmidt, Extension economist.

### Community Development Continues

"Each community on the reservation has an active community development club that receives support from the county Extension office and the Community Resource Development staff," Murray says.

"Our industrial development work with the Choctaws is a way to demonstrate to other rural communities in Mississippi that economic development is possible when the community is genuinely committed," Murray concludes. □





# Urban Gardening— A Productive Partnership

26 *Extension Review*



**Sally K. Ebling**  
*Chair*  
*Cuyahoga County*  
*Cooperative*  
*Extension Service,*  
*Cleveland*

It began this way: The Mayor of Cleveland, Ohio, had some urban development block grant funds which he wanted spent for community gardening. There was plenty of land available; an estimated 25 percent of the city, where dwellings had once stood, was now vacant.

Many Cleveland residents had their roots in the rural south, so gardening appealed to them. But

there are distinct differences between The South and urban Ohio—climate, soil conditions, growing season, population density, zoning, pollution, and more. Cleveland's payroll does not include a home gardening specialist, although the city does maintain an excellent greenhouse. That is where Extension comes in.

## **Beginnings**

In the midseventies, Cuyahoga County Extension Agent Charles Behnke assisted Cleveland community gardeners by training CETA workers to teach others. As a result, a city employee testifies in Congress that urban vegetable gardening was highly beneficial to the urban family and should be promoted across the land.

That testimony was part of a feeling that agriculture should be better known by city dwellers. This feeling was translated into action by Congress when it funded the Urban Gardening Program for fiscal year 1977.

## **Cleveland Involvement**

Cleveland has remained deeply involved through several administrations at city hall. Community Development Staff Member Mardelle Cohen coordinates garden sites in 10 urban redevelopment "target areas." Cohen also sees that Clevelanders can garden in Extension-operated sites.

Extension provides technical education through its field staff under the guidance of county Extension Agents Marisa Warrix and Nicholas Stephin. As a result of this arrangement, over 300 garden sites were developed, some known as Cleveland's "Summer Sprout" program, others as Extension's "Seed to Shelf" gardens.

## **School Gardens**

Two years ago, the Cleveland Board of Education permitted Extension to reopen two of the eight school gardens which had been closed for budgetary reasons. For 75 years, school children had cultivated these large sites in what was the Nation's first and foremost school garden program. By summer 1984, Extension had reopened eight of these sites for family gardening, some accommodating more than 200 plots.

Extension staffers repaired conveniences that had fallen into disrepair, creating productive garden sites.

Cuyahoga County contains 60 incorporated subdivisions, each with its own elected officials, services, and schools. Extension offers urban gardening to the inner ring of 20 cities bordering Cleveland, using the Cleveland model to foster cooperation.





### Cooperation

Still another government entity, Cleveland Metropolitan Housing Authority (CMHA), is an important cooperator, providing Extension with seven sites adjacent to the largest public housing estates.

Extension's reputation as a community organizer prompted Henry Doll, associate director of the George Gund Foundation, and an avid gardener, to call Cuyahoga County Extension Chair Sally Ebling. Doll wanted to recycle municipally collected leaves into a soil improver on the land that remained after the slum clearance.

Ebling contacted a natural resources graduate with an interest in forestry, Edward Janesz. Janesz and agent Nick Stephin consulted with Ohio Agricultural Research and Development Center specialists who agreed to help. Janesz set about organizing a program with a small startup grant from the Gund Foundation. With the help of the county Mayors and City Managers Association, he identified the cities that collect unbagged leaves at curbside.

Cleveland provided two central locations for leaf deposit, but not without substantial "ground work." Persistent networking finally resulted in the necessary legislation and permits. Citizens' fears of odors, pest infestations, and other problems had to be alleviated.

### Leaf Compost

A plan evolved for participating cities to provide workers and heavy equipment to "windrow" or periodically turn the leaves so natural decomposition could progress. Municipal con-

tributions of labor and equipment amount to 3,000 hours annually at an estimated value of \$25 an hour. Fourteen cities are in the program now, each paying an entry fee of \$1,500.

The Greater Cleveland Ecology Association emerged from the project as a nonprofit organization. Governed by a board comprised primarily of service directors, and chaired by Attorney Jim Vail, the group developed a marketing plan. The association is practically self-supporting now, through its sales, with Janesz on Extension's payroll. The association reimburses salary, rent, and office services.

Grants from the Gund and Cleveland Foundations help greatly until sales build up. The tremendous expense of shredding the composted leaves into usable material is about to be drastically reduced by Cleveland's purchase of a \$75,000 Royer Shredder for association use.

### Extension Involvement

The benefits of these programs are obvious—leaf humus customers become Extension supporters; gardeners provide fresh food, recreation, and exercise for those who need it; 4-H work, horticulture, and nutrition education are expanding, and the county Extension budget is being augmented through grants and reimbursements. □

*Cleveland is deeply involved  
in Extension's urban  
vegetable gardening program.  
Under the guidance of  
Extension county agents, over  
300 garden sites have been  
developed. Using Cleveland as  
a model, Extension offers  
urban gardening to 20 cities  
bordering Cleveland.*



# Healthy Mothers Make Healthy Babies

28 Extension Review

**Bruce Wasburn**  
Assistant Editor  
Extension/Research  
Communications  
North Carolina A&T  
State University,  
Greensboro

Her real name is not important. We'll just call her Susan. What is important is that Susan is only 14 years old and she is pregnant. In 5 months, for better or for worse, she will be a mother. Susan lives in High Point, North Carolina. But there are thousands of other girls — black and white, rich and poor — like her across the state and throughout the Nation. Recent statistics suggest that perhaps a million teenagers will get pregnant this year; about half of them will give birth. Most will be unmarried.

In addition to the multitude of personal, financial, and social problems these young mothers will have they will face an additional, equally serious problem: maintaining their own health while trying to have a healthy baby.

Pregnant adolescents are more likely than adult women to have complications during pregnancy. They are also more likely to have underweight babies. This puts both mother and child in a high-risk situation. It means that girls like Susan need help. And that's why the Agricultural Extension Program at North Carolina

A&T State University has its Nutrition Education Program for Pregnant Adolescents.

## Importance Of Nutrition

"There is considerable evidence that good nutrition can help girls like Susan avoid complications during pregnancy and improve the chances of survival and good health for their newborn," says Sarah Williamson, coordinator of the program, which is partially funded with a grant from the March of Dimes Birth Defects Foundation.

"Good nutrition during pregnancy is critical to the growth and development of the unborn child and to the continued health of the newborn," explains Williamson. "It is also crucial to the teenager for her own normal growth. Many teenage girls know little about nutrition, and their eating habits reflect that."

The goal of the Nutrition Education Program, according to Williamson, is to motivate the girls to change their diets to ensure proper nutrition for themselves and their babies.

## Aides For Better Diets

To do this, the program has three nutrition education paraprofessional aides—Barbara

Campbell, Betty Strader, and Edith Wiley—who are working with about 100 pregnant teens in Guilford, Caswell, and Rockingham Counties.

Susan is typical of the girls the aides assist. Before joining the program, she was skipping breakfast. And, although Susan was getting a good lunch at school 5 days a week, she was snacking on such things as cheese puffs and lollipops in the afternoons. Her evening meals were questionable too.

Since Campbell enrolled her in the nutrition program, however, Susan has learned better eating habits. Every other week, Campbell meets with Susan and her mother in their home and spends about an hour discussing one of 12 basic maternal and infant nutrition lessons.

She answers any questions they may have, and she suggests ways to improve their meal planning and food resources. Campbell is also prepared to refer them to any other agencies that might be able to help them.

After Susan's baby is born this fall, Campbell will continue to maintain contact with her for the following 12 months, advising her on nutrition and care for herself and her baby.

## Determining Program's Success

Like the other aides, Campbell keeps careful records on Susan and the other girls assigned to her. These will help determine the program's success.

The best sign of success, however, will be a healthy Susan and her healthy child. □





# Camping Together— Teen Mother And Child

Extension Review 29

Hiking through the woods, exercising to music, and playing in water are all activities you'd expect to find at a typical 4-H camp. But you don't expect to see a camper pushing a baby stroller through the woods, exercising with a 2-year old at her feet, or splashing water in a plastic dishpan to the delight of a toddler.

These activities were part of a camping program held last summer at Camp Thendara, a 4-H camp in Dorchester County, Maryland. Half the campers were 4-H age. What made the camp different was that the rest of the campers were infants—children of the 10 teenage girls.

The Cooperative Extension Service, Multi-Service Community Center, Health Department, and Department of Social Services developed the camp for teen mothers and their children with help from other community organizations and volunteers.

Objectives were to help adolescent mothers improve their parenting skills, learn to prepare nutritious meals, and increase their self-esteem.

**Special Education Needed**  
Dorchester, a rural county on Maryland's Eastern Shore, is second only to Baltimore City in the state's teenage pregnancy rate. Both county high schools provide an in-school program to meet special needs of teen mothers. Completion of secondary education and development of job skills are major goals. Extension assists the schools with parenting, resource management, and nutrition education.

The idea for the camp surfaced following a program held for teen mothers at one of the high schools. While teaching a lesson on "Nutritious Snacks for Children," an EFNEP aide observed that some of the girls lacked basic food preparation

skills. Recalling her earlier involvement with EFNEP youth camps and the positive results of the informal learning situation, she thought a camping experience might have merit for these teen parents.

**Camp Becomes Reality**  
Dorchester home economics and 4-H and youth Extension agents agreed that a camp could become a reality with a lot of community assistance.

Cooperating agencies pooled their knowledge of the community to recruit volunteers from church groups, service organizations, and various agencies and organizations. Former EFNEP aides and homemakers also volunteered their time and services.

Along with Extension, the Board of Education, Health Department, Department of Social Services, Dairy Council, Headstart, Public Library, Soil Conservation Service, Iota Phi Lambda Sorority, and churches assisted in providing personnel, equipment, and resources materials.

**Camp Activities**  
Campers were bused to the camp each morning. Part of the day was devoted to activities involving mothers and children together.

The public library provided books for each child; one of the librarians taught a session on "Reading to Your Child." Banging spoons together in rhythm and making up songs were all part of musical play activities led by the Head Start parent coordinator. The social worker's presentation on "Getting Acquainted With Your Child" was especially meaningful when she could point out particular children and their developmental stage.

## Nutrition And Health

Food and nutrition was an important part of the camp program. The mothers shared in the responsibility for lunch preparation and table setting. Volunteers supervised the preparation of meals and taught new skills in the process.

Preventive health measures were further emphasized by public health nurses who taught sessions on health needs of both the adolescent mothers and their children.

## Positive Experience

The total camping experience was planned to be a positive one that would help the girls develop greater self-confidence and improve their self-esteem. Segments of the program were planned particularly with that objective in mind. A program coordinator with the Extension Home Economics Department led a discussion on "Trust Yourself—You're Better Than You Think." An Extension home economist, a specialist, and a former EFNEP homemaker taught sessions on managing stress, exercising, and making natural cosmetics.

At the close of camp, a 4-H agent awarded certificates to the mothers. A group of young mothers from a local church presented each camper mother with a gift pack of clothing, toys, and other articles selected especially for each child.

All 10 adolescent mothers stated that participating in the camp was a worthwhile experience.

Dorchester County recently held a second camp. Again, 10 teen mothers along with their children participated. Other counties are adopting the model for their use. Carroll County, Maryland, sponsored a camp for teen mothers in their area. □

*Dolores L. Dixon  
Extension Agent,  
Dorchester County  
Office, Cambridge,  
Maryland*

# EFNEP—Multi-Agency Cooperation

Nancy B. Leidenfrost  
National Program  
Leader, EFNEP  
Extension Service,  
USDA



Throughout its 17-year history, the Expanded Food and Nutrition Education Program (EFNEP) has typified the meaning of "Cooperative" Extension.

EFNEP has enhanced the delivery of nutrition education programs by working with a variety of groups in the public and private sectors in a variety of ways—cooperating through formal, informal, planned, spontaneous, emergency-oriented, long- and short-range programs. From these experiences, Extension professionals have evolved guidelines to help assess the appropriateness of any proposed EFNEP cooperative project, with a goal to ensure that the cooperators have a common objective and that their joint action will be of mutual benefit.

**Basic EFNEP Guidelines:** First, *understand the mission of your intended cooperators*. Learn about their origin and background, their legislative mandate, their goals and objectives, and their public image. Second, *review and analyze this information with Extension's objectives in mind*:

- Examine the similarities between your own goals and objectives and those of the intend-

ed cooperator. The points where differences emerge should be where mutually beneficial cooperative efforts are most possible and most advantageous.

- How will Extension's identity be maintained, especially if both groups become involved with the same audience, in the same community? Each organization must have clearly defined roles which are not duplicative.

Third, *look at what could be gained through the cooperative project*. EFNEP staffs are encouraged to consider whether the proposed project would help them to:

- Provide consistent educational messages and avoid duplication;
- Enhance the delivery of the EFNEP program;
- Serve clients better while increasing cost-effectiveness for both EFNEP and the other agency;
- Enable additional groups of eligible clientele to enroll in EFNEP;
- Meet the objectives of a congressional act or directive; and
- Increase community recognition for EFNEP objectives.



Answering the following questions helps staff members determine whether a proposed cooperative activity is desirable or if Extension's objective could be better met through a different approach:

- What are the expected benefits?
- Does it complement the structure of your program? Will it increase costs? What will be the long-term effect? Will retraining of staff or new publicity be necessary?
- How will the clientele respond? How will your relations with them be affected?
- Does the project have a high risk? If so, should it be tested in a pilot effort?
- How will the effectiveness be evaluated?
- Can the intended audience help identify the need for the cooperative project?

Using these guidelines, EFNEP staffs nationwide have established a wide variety of cooperative efforts that are furthering EFNEP objectives.

#### Federal Cooperative Efforts

At the federal level, the Extension Service has worked with the Human Nutrition Information Service (HNIS) and the Food and Nutrition Service (FNS) to develop and implement national nutrition projects. "Making Your Food Dollar Count," for example, was designed to demonstrate how to provide a nutritious diet within the limits of a Food Stamp allowance. Extension home economists, nutritionists, and paraprofessionals use these materials in their educational programs for low-income families. In addition, ES regularly cooperates with other agencies to develop a variety of teaching materials.

Referral systems, as well as participation by other agencies in Extension's on-the-job staff training, have resulted in closer working relationships and greater effectiveness in serving the public.

ES-USDA has collaborated with FNS in an experimental design study to test new program delivery methods with food stamp recipients. Because of the two agencies' interest in bringing nutrition education to food stamp families, FNS funded 16 Extension pilot projects which developed and tested innovative methods of teaching low-income clientele. Results have sparked creative approaches in the states.

Nationwide, two major areas of cooperation are with the Food Stamp and Women, Infants, and Children (WIC) Programs. In 1984, 64 percent of EFNEP families participated in the Food Stamp Program and 31 percent were recipients of WIC benefits. EFNEP and WIC have common goals: 1) nutrition education, and 2) outreach to low-income clientele. WIC however, provides food packages directly to women; EFNEP provides indepth education on use and management of all available food to plan adequate diets for members of the household.

A good example of EFNEP-WIC cooperation is in Crawford County, Pennsylvania, as reported by Tamazine Kinneman, EFNEP coordinator, where an innovative program is proving to be mutually beneficial to the programs of both agencies.

An EFNEP aide conducts nutrition education classes for selected groups of WIC recipients. To supplement the four classes, EFNEP aides mail participants a series of five related brochures supported by followup telephone calls. Participants also can request home visits by a nutrition aide.

#### Joint Project

EFNEP in Maryland wanted to add maternal and child nutrition components to their core curriculum, find a more efficient system for identifying and enrolling young low-income families, and make their nutrition message consistent with the nutrition education being offered by WIC. The answer was a joint EFNEP-WIC project.

*For nearly 2 decades, in its efforts to deliver nutrition education programs, EFNEP (Expanded Food and Nutrition Education) has cooperated with an impressive number of groups in the public and private sectors. EFNEP has developed guidelines for its proposed projects to ensure that cooperators have common objectives that will prove mutually beneficial.*



The two agencies as reported by Mardelle Amstutz, EFNEP, have worked together to train their staffs to use mutually acceptable teaching materials. They have developed a method for testing aides' mastery of prenatal and infant nutrition concepts, and they have set up a referral system between EFNEP and WIC. Although the project has not yet realized its full potential, EFNEP Coordinator Mardelle Amstutz, says that already the close working relationship between WIC and EFNEP has had positive effects for both clientele and the Extension Service.

Amy Block, California EFNEP coordinator, says EFNEP-WIC cooperation in that state is reducing recruitment time and expense and allowing them to reach more people in groups—an especially important factor in counties where the cost of EFNEP's one-to-one approach is prohibitive.

EFNEP staffs also cooperate with other types of community food assistance programs, primarily through aides that inform families about their availability.

#### **Food Banks**

Food banks serve many EFNEP families, says Harriet Kohn, Nebraska nutritionist. In Douglas County, Nebraska, EFNEP helped in a campaign to restock emergency food pantries by developing a list of suggested food items appropriate for donation.

Then, Extension professionals and the food bank staff cosponsored a workshop to help directors and cooks of meal-providing agencies revise their menus to take advantage of items available from the food bank. Linda Nierman, program director in Michigan, said families faced such hard times in the winter of 1982 to 1983 that the governor declared a state of emergency.



Through the Agriculture Involved in Michigan (AIM) program, farmers and businesses donated thousands of tons of food products to families most in need. To help recipients handle and use these foods properly, Extension developed fact sheets about the most commonly donated foods. The fact sheets included nutrition information, suggested uses for the foods, and recipes. EFNEP distributed more than 10,000 copies in each county through food banks, soup kitchens, and food distribution sites.

#### **AIM**

Through another AIM project, 1,500 EFNEP homemakers in 15 counties received a sample of donated dry navy beans. During regularly scheduled nutrition education visits, EFNEP aides demonstrated the use and storage of the beans. A survey showed that although 31 percent of the homemakers had not been using dried beans, 80 percent planned to purchase them as a result of the demonstrations.

Interagency cooperation has taken many other forms, depending on geographic location and local opportunities:

- Working with city recreation officials to sponsor summer nutrition camps for low-income youth;
- Head Start/EFNEP cooperation to increase enrollment in both programs;
- Sharing expertise with adult basic education professionals to tailor materials and teaching methods for persons with limited reading ability; and
- Cooperating with other public and private agencies to promote gardening for low-income families.

Cooperation means working together to achieve a greater impact within a common objective. Because the EFNEP target audience and long-range objectives continue to be shared by so many other groups—public and private, national, state, local—interagency cooperation is a proven technique which also shows promise for even greater success in the future. □



The Alabama Forestry Planning Committee (AFPC) represents a unique approach to the problem of coordinating forestry activities within a state. This cooperative achievement of the various agencies with forestry responsibility in Alabama is a model for other states to follow.

AFPC is the product of growth and evolution rather than conceived creation. The committee is designed to provide a health atmosphere where the public forestry agencies—state, local, and federal—can examine and coordinate their various programs.

## Accomplishments

A four-county pilot project in 1971 demonstrated that forest improvement practices could be carried out if cost-sharing funds were made available. In 1972, under the Rural Environmental Assistance Program (REAP), now the Forestry Incentives Program (FIP), about \$1.25 million of REAP funds were committed, compared to only about \$150,000 in 1971. In 1973, the committee battled the southern pine beetle. At the end of the epidemic, their efforts resulted in salvaging half of the killed timber.

In August 1974, the committee adopted the TREASURE Forest program and began field testing. The first four TREASURE forests were certified in 1975. Ten landowner conferences were held that year.

In 1977, the committee set up 10 whole-woodland forest management educational demonstrations patterned after the Mosley TREASURE Forest educational demonstration. Today there are 30 such demonstrations across Alabama.

## Forest Awards

The committee began the Helene Mosley Memorial TREASURE Forest Awards in 1978. In this program, three district recipients who have made an outstanding contribution to forestry each receive a \$500 cash award. A state winner selected from these three receives an extra \$500.

The committee joined forces with the Governor's Forest Disaster Recovery Council in 1979 to speed up the salvaging and restoring of forestland following Hurricane Frederic. AFPC also sponsors major efforts to increase forest productivity through the use of prescribed fire and chemicals.

## Beginnings

How has all of this happened? First, AFPC, operating under a "memorandum of understanding" meets every 6 months. The committee believes this is better than a formal agreement.

Each of the 13 heads of agencies participating in AFPC is committed. Differences may arise, but each agency is constantly working at the cooperative relationship.

Members of the committee are the chief officers of the Alabama Cooperative Extension Service; Alabama Department of Conservation and Natural Resources; Alabama Agribusiness Education; Alabama Forestry Commission; Alabama Soil and Water Conservation Committee; Alabama Agricultural Experiment Station; Auburn University School of Agriculture and Biological Sciences; Auburn University School of Forestry; the Farmers Home Administration, the Forest Service, the Soil Conservation Service, and the Agricultural Stabilization and Conservation Service of USDA; and the Tennessee Valley Authority.

The Alabama Forestry Planning Committee continues to be successful at solving problems for general reasons:

- All agencies feel like team members.
- All agency heads are committed.
- All agencies realize the vast amount of work to be done in forestry.

Each sees its part to play, and each feels that by cooperating and working as a team, more can be accomplished.

- The Alabama Forestry Commission takes the lead in forestry. The committee chairman is the State Forester, Bill Moody.
- Two regular meetings are held yearly.
- Formal action is by consensus.

## Cooperation

One thing is certain. Interagency cooperation provides a solid basis for cooperation with the forest industry. By continuing to work and pull together, AFPC officials and the industry will continue to help improve Alabama's 21.6 million acres of forestland. □

*Larkin Wade  
Head, Extension  
Natural Resources  
Auburn University,  
Alabama*



# Wisconsin Irrigation— Boom Or Bust?

## 34 Extension Review

**Gary Jackson**  
*Extension Water  
Quality Education  
Coordinator  
Environmental  
Resources Center  
and  
John C. Leatherman*  
*Extension Agent,  
Community Resources  
Development  
University of  
Wisconsin, Madison  
and  
David Ankley*  
*Extension  
Agricultural Agent  
and Office Chair  
Portage County  
Cooperative Extension  
Stevens Point,  
Wisconsin*

The "Golden Sands" of central Wisconsin are aptly named. The rapidly draining sandy soils and abundance of groundwater conveniently available for irrigation are the basis of a booming agricultural industry. But some impacts of the development of this central Wisconsin area have been less than "golden."

### Economic Development

In 1966, The Del Monte Company opened the largest snap bean processing plant in the United States in Portage County. The plant employs up to 1,800 people during peak season. In 1974, a new America Potato processing plant began operations. Ore-Ida, a subsidiary of H.J. Heinz Company, came next.

These plants employ a combined labor force of more than 3,000 workers during peak production seasons. The success of this food processing industry in central Wisconsin has also resulted in a steady expansion of irrigated acreage.

### Groundwater Contamination

Contamination of groundwater by nitrates and pesticides is exacting high economic costs to the area.

In 1979, the village of Whiting shut down its municipal well due to nitrate contamination.

Whiting is faced with various actual and potential costs for solving this problem:

- Water purchases from the neighboring community of Stevens Point.
- Debts on now unusable equipment.
- Labor costs incurred in new well locations.

- Land acquisition for a new well field.
- Certification required for state approval of a municipal well.
- Installation of new wells, water mains, and other equipment.

The city of Stevens Point has suggested that Whiting be annexed to the city. Citizens express fear and uncertainty at the thought of their contaminated water.

In 1983, the Wisconsin Legislature passed Wisconsin Act 410 that requires assessors to consider adverse environmental influence factors in assessments. Groundwater contamination was a prime motivator in the passage of this act.

A final consideration relates to private and county expenditures of resources to deal with the problem. Without contamination, these resources could be directed to other areas.

### Cooperative Efforts

In 1981, the University of Wisconsin-Extension Service began an organized effort to evaluate the nature of and develop educational materials to address groundwater contamination problems.

In the summer 1984, Portage County Extension agents organized several local meetings of county agency staff and Extension specialists to discuss potential strategies for protecting and managing groundwater.

The committee proposed formation of a special county board committee to coordinate local efforts to develop a strategy for protecting and managing Portage County

groundwater. It also recommended formation of two subcommittees—a technical advisory committee and a citizens advisory committee—to develop a strategy and policy for addressing public concerns on groundwater protection and management.

Actions which are to result from committee activities and recommendations include:

- Organization of groundwater and land use information into convenient, usable forms.
- Identification of areas with high risk for contamination.
- Identification of priority areas for corrective actions.
- Identification and evaluation of alternative actions to reduce or eliminate contamination risks.
- Recommendations to the county board on a strategy for managing and protecting groundwater.
- Funding assistance from private, county, state, and federal sources to implement program recommendations.
- Identification and recommendation of research and education activities.

The experiences gained will clearly assist Portage County and other counties, agencies, and units of government in identifying, evaluating, and initiating local efforts to avoid groundwater contamination and the related negative economic impacts. □



# Groundwater Contamination— How To Cope?

Extension Review 35

Cooperative Extension has been active in addressing groundwater contamination problems. Cornell Extension has a program which provides education about all sources of contamination and provides assistance to local officials and community leaders.

In Long Island, for example, county Cooperative Extension staff predicted—based on nitrate studies—that the pesticide aldicarb might be found in wells near potato fields where it was being used. Both Cornell and Suffolk County Cooperative Extension staffs worked with the local health department, the county legislature, industry, and citizens' groups to determine the extent of groundwater contamination from a variety of chemicals in use in the region.

There are ongoing programs at Cornell to help farmers find substitute pesticides and to cooperate with industry by designing studies to determine the transport and transformation of the pesticide already in the aquifer.

Cornell Cooperative Extension also provided assistance with a groundwater contamination problem in a small upstate village. The water was contaminated with nitrate at levels exceeding state and federal health standards (10 parts per million).

## First Steps

The county Extension staff, with help from Cornell, provided technical assistance in defining the contaminant source, proposing solutions, recommending better practices to the farmers, organizing a citizens' advisory committee, and conducting a survey to determine residents' knowledge and concerns. Confrontations between residents and farmers were avoided, and the first steps were taken toward solving the problems.

## Seminars

Regional groundwater seminars have been organized throughout the state. The prototype series in the mid-Hudson region involved a multicounty effort of Extension staff, local environmental management councils, and other volunteers. Seminars were held monthly over an 8-month period. Experts from government, industry, and academia presented background on such subjects as hydrology, sources of contamination, toxicology, and relevant laws and regulations. Seminar series in other regions of the state are ongoing or planned for the future.

Cooperative Extension staff in several counties in the state have been working on programs to assess organic solvent contamination of groundwater. One county in the southeastern part of the state has developed a pilot water testing project with the cooperation of an analytical instrument company and Cornell University.

The initial random sample of private wells in the county will be a good indicator of the scope of the problem. An educational program on health concerns and treatment options is a major focal point of the project.

Groundwater contamination is a complex problem because groundwater may be contaminated by substances which do not pose similar threats to surface water. Groundwater moves very slowly; contaminants dissolved in groundwater do not disperse. Nor is groundwater exposed to light or to air, which can degrade contaminants in surface waters. Groundwater contamination usually lasts a long time (on the order of years); decon-

tamination is expensive and uncertain.

## Activities Affecting Groundwater

Groundwater is particularly vulnerable when it occurs beneath permeable soil through which many chemicals may flow easily. Many common land use activities of industry, private citizens, or local government, affect the quality of groundwater. These activities could include industrial impoundments or landfills, municipal landfills or wastewater or road salt, domestic septic tanks or lawns, and agricultural chemicals or feedlots.

The sources of groundwater contamination are all around us. Some are easy to identify; some are not. Some are the result of illegal activities and could be targeted for cessation. Others result from our lifestyles and are more difficult to control. A thorough examination of all activities resulting in contamination is required to protect our groundwater resources.

## Coordination Required

Cooperative Extension must call in a broad array of disciplines to provide technical assistance and to develop educational programs about groundwater. The challenge is to coordinate Cooperative Extension resources in home economics, community issues, and agriculture as well as those available from government, industry, and private citizens.

The issue of groundwater quality will be with us for a long time. Much information about the current situation can be obtained from the Environmental Protection Agency's (EPA's) "Groundwater Protection Strategy," issued in August of 1984. We recommend it as background information for program planning. □

**Ann T. Lemley**  
*Associate Professor,  
College of Human  
Ecology  
Cornell University,  
Ithaca, New York*  
**and**  
**Fred Swader**  
*National Program  
Leader  
Water Resources  
Extension Service,  
USDA*



# GOSSYM—The Cotton Prophet

36 Extension Review

H. Gregory Harvey  
County Extension  
Agent  
Sumter County  
Clemson University,  
South Carolina



GOSSYM is coming! Is it a plant disease? A destructive insect? No matter, for it is cutting a relentless path toward American cotton farms. Farmers like Billy and Sam McCoy of Sumter County, South Carolina, are looking forward to its arrival.

GOSSYM is a computer-based simulation of cotton growth and yield being tested in a pilot project to determine if it can provide reliable and accurate information for onfarm use. And GOSSYM is one of the best examples of the transfer of technology from research to the "real world."

Simulation of cotton growth and yield has been under development for more than 15 years. Now it is almost ready for onfarm use under the direction of Extension at Clemson University and Clemson research personnel through a grant provided by the Cotton Foundation.

Initiated in early 1984, GOSSYM was then run on main-frame computers such as IBM-370 and Vax-750, and contained over 4,000 Fortran source statements.

## Pilot Project

The McCoy Farm, near Oswego, South Carolina, is one of two farms in the United States chosen for the pilot project. The other is in the northern delta region of Mississippi. The name GOSSYM comes from *gossypium* simulator. *Gossypium* is the genus name of cotton.

The McCoy brothers, like all farmers, make daily decisions about their crop. Last spring, when cotton seedlings were blasted by blowing sand, the brothers asked themselves if the yield of a replanted crop would more than pay for the cost of replanting and a later maturing crop. When the weather turned dry in June, they needed to schedule irrigations to maximize profits.

In the past, this type of decision has been based on experience, certainly, but also on custom, rule of thumb, or "gut feeling." For example, most farmers replant cotton when the stand "looks" too thin. GOSSYM was designed so that decisions like these could be based on more information.

## One-Hour Season

Sam and Billy McCoy can now evaluate the impact of various choices before the decision is actually carried out. The entire cotton growing season which actually lasts about 5 months can be simulated in about an hour on the IBM PC machine used by the McCoy's. Final yield predictions are computed on the basis of any combination of weather patterns, irrigation, fertilizer amounts (including timing and application methods), soil characteristics, planting dates, and cultivation timing and methods.

The McCoy brothers operate a weather station which records daily maximum and minimum temperatures, solar radiation, rainfall, and wind run. They use the current recorded weather information and then input weather statistics from the Pee Dee Research and Education Center from their choice of wet, dry, or ideal growing seasons.

The model is not equipped to consider runoff from a rainfall. It assumes that all rainfall is absorbed by the soil. The program also cannot consider the effect of plant growth regulators which are used by some cotton farmers during wet growing seasons.

However, GOSSYM will continue to be improved and in 1986 should be ready for widespread use. This project is a good example of the transfer of technology from research to the "real world." □



# Marketing Tools For Risk Management

Extension Review 37

Marketing education is the new emphasis of producer educational programs developed by the Cooperative Extension Service.

A key part of these programs provides current market news information so that producers can make decisions based on a knowledgeable interpretation of the market outlook.

Extension marketing specialists are accomplishing this by using a variety of media including workshops, radio, TV, newspaper, and trade journals.

Another program emphasizes producer marketing strategies. Producers learn when and how to use several marketing alternatives and to formulate a marketing plan. As new marketing alternatives become available, Extension, in close cooperation with industry, develops an expertise to teach and demonstrate the new marketing alternative and fit it into producers' marketing plans.

As Extension has expanded its marketing education, it has integrated production and marketing decisions with an emphasis on whole farm planning and risk management.

A 1981 survey revealed that the number of producers attending the outlook and situation meetings far exceeded other types of Extension marketing programs.

## Lure Of Outlook Info

Why all the interest in outlook information? The initial motivation of farmers in their market-oriented environment is to attain the highest price available for their product. Outlook, including factors that affect domestic and foreign supply and demand, and the desire to predict the price trends, are foremost considerations. A typical meeting, organized by state Extension specialists, includes various marketing presentations by in-

dustry representatives who provide information and observations.

The program in agricultural commodity options is an example of a cooperative effort that is providing practical day-to-day advice.

The signal for these programs was given when Congress renewed the Futures Trading Act in 1982, mandating the Commodity Futures Trading Commission (CFTC) to initiate and monitor a pilot program in agricultural commodity options. The act called for plans and steps to initiate the use of agricultural options with needed educational efforts. The CFTC requested assistance from Extension Service to provide the needed educational thrust when options were approved.

## Educational Package Developed

The Extension Service, CFTC, the futures trading industry, and several brokerage firms worked closely to identify the

educational needs and plan educational programs.

The Extension educational package included visual aids, handouts, and worksheets released in October of 1984, in conjunction with CFTC's approval of the first exchange contracts to trade agricultural options.

While the materials were being prepared, Extension planned and conducted several commodity options conferences.

These conferences were all planned with the aid and assistance of the exchanges, brokerage firms, commodity firms and associations, and producer organizations.

This effort demonstrated how the Cooperative Extension system, the CFTC, and the commodity industries cooperated to successfully initiate a new educational program on agricultural options to coincide with the scheduled introduction of a new marketing alternative. It is a prime example of practical marketing education in action. □

**Randy Corley**  
*Former National  
Program Leader  
Agricultural  
Economics  
Agricultural  
Programs  
Extension Service,  
USDA*

## Extension And NOAA — Project Partners

What do Extension and the National Oceanic and Atmospheric Administration (NOAA) have in common? Plenty — and it's increasing all the time!

The NOAA program that's been working with Extension the longest is Sea Grant. In recent years, Extension and NOAA, the Nation's leading civil air and sea agency, have been getting better acquainted and working together more and more in other program areas as well. To confirm this relationship and encourage further cooperation, Mary Nell Greenwood, Administrator, Extension Service, and John V. Byrne, NOAA Administrator, signed a revised Memorandum

of Understanding on October 31, 1984.

In addition to Sea Grant Extension activities, other cooperative projects deal with aquaculture, agricultural weather, and seafood utilization. NOAA and Extension are also in the early phases of exploring a natural resources 4-H project in weather and climate.

NOAA conducts research and gathers data about the oceans, atmosphere, space and sun; and applies this knowledge to products and services that touch the lives of all Americans. NOAA is another active member in the ever-growing family of federal agency partners for Extension. □

**Daniel Panshin**  
*Associate Director of  
Agricultural  
Extension  
University of  
Minnesota, St. Paul*

# MCB Means Community Action

38 *Extension Review*

Clifford Willis  
Extension Journalist  
Lincoln University  
Jefferson City,  
Missouri



"...An example of a public-private sector program that works." That's how former Missouri Auditor James Antonio, who represented Governor Christopher Bond at the 1983 Missouri Community Betterment (MCB) awards conference, described the state-run community improvement program in a letter to coordinators of the annual event.

Antonio particularly noted the increase in participation among Extension faculty and minorities and complimented the support of public-private sector groups through the MCB "Ambassadors."

"All cities, neighborhoods, and smaller communities in our state are experiencing the problems associated with diminishing resources," says L. R. Hughes, community development state specialist with the Missouri Cooperative Extension Service.

"Also, the shift from an industrial to an information and service economy requires a shift from representative to participatory democracy and a movement away from reliance on institutional assistance towards greater self-help. And in Missouri," he continues, "the combination self-help, action community betterment program designed to assist communities in their efforts to increase their community and economic development is the Governor's Missouri Community Betterment Program."

The state became involved in the MCB program as a result of Hughes' efforts following his Extension appointment in 1981.

## Extension And MCB

"It didn't take me long to discover that MCB was a ready-made program for our Extension area community development specialists located in various counties across the state," Hughes says. "Area Extension faculty were not always



aware when communities within their counties were interested in MCB. When a community or neighborhood in which area Extension specialists had been working on MCB was honored by the Governor at the annual award conference, Extension specialists were unable to attend for financial reasons."

He also found that area community development specialists had no up-to-date information about MCB and most had not received indepth training on how to best incorporate MCB in their local educational efforts.

Terry Hackney, director of MCB and manager of the Missouri Division of Community and Economic Development, acknowledged these area Extension faculty concerns.

"L. R. Hughes had been studying our program and the two of us began to look into ways in which CED and Extension personnel could work together primarily to improve MCB," Hackney says.

#### **Awards Competition**

Shortly after that meeting, Hughes found himself serving as one of the 14 MCB judges, half of whom come from out-of-state to visit Missouri communities for a week and recommend which of the 60 communities that normally enter the awards competition should receive awards.

In January 1983, the North Central Regional Center for Rural Development at Iowa State University edited and published university research (including observations from state Extension directors) indicating that such programs are of great importance to help communities establish ongoing community improvement programs.

The information also identified the many benefits for increasing integration of such community betterment programs with other state agencies and universities.

Armed with this final bit of information, Hughes proposed that Missouri's two land-grant institutions (Lincoln University and the University of Missouri) become officially supportive of MCB.

Eventually, Hughes was appointed the official liaison between CED and area Extension specialists to coordinate the delivery and improvement of MCB.

Hackney and Hughes have since presented a 4-hour Extension inservice training program at the University of Missouri-Columbia about MCB to area community development specialists.

They distributed a 500-page training manual which took them 2 years to compile. "It's an everything-you-ever-wanted-to-know-about MCB manual," says Hackney.

#### **Request Training Manual**

Other states, interested in developing a similar program, also want the manual. State officials in Michigan, Texas, and Montana have expressed interest in adopting programs of their own similar to MCB and purchased four manuals.

The land-grant universities have now adopted a plan to jointly finance attendance for area specialists who have had significant involvement in MCB preceding the annual Governor's conference.

Hughes points out that surveys compiled this year indicate that area community development specialists have been working with approximately 30 to 50 percent of the communities or neighborhoods which have been recognized for their community and economic development efforts in the last three awards conferences.

"We particularly want those smaller, rural communities that want to use MCB to enhance or protect their economic base to know they can directly contact their nearest county Extension community development specialist," Hughes says. □

# Mississippi Anchors A Fleet

40 *Extension Review*



**Karen L. Moore**  
*Extension News Editor*  
*Extension*  
*Information*  
*Mississippi State*  
*University*

When Steve Murray, a community development specialist with Mississippi Cooperative Extension Service, received a request for a socioeconomic impact study, he had less than a week to pull together information from various city and county contacts. The study was for the city of Pascagoula to show how the area would be affected if the Navy decided to locate a new Battleship Surface Action Group (BSAG) there. The group of ships includes the USS Wisconsin and three to five support ships.

Pascagoula was in competition for the base with Pensacola, Florida; Mobile, Alabama; Lake Charles, Louisiana; and Corpus Christi and Houston, Texas. Corpus Christi received the BSAG but Pascagoula still gets a Navy base with two cruisers and two destroyers.

The Navy had asked Pascagoula to do a study on how the city and surrounding area would be able to handle the influx of 4,000 Navy personnel and civilians. "The Navy wanted Pascagoula to make sure it knew what it was getting into," Murray says.

## Extension Contacted

Extension became involved when Jolly McCarty, a Pascagoula civic leader and banker and president of the Mississippi Extension Advisory Board, asked for Extension's help.

Contributors to the impact study also included Mississippi Research and Development Center, Mississippi Department of Economic Development, Mississippi Department of Natural Resources, and Mississippi State University Department of Education.

"The other agencies were helpful but we were especially impressed with Extension and its speedy effort at the last minute when we called them," says Linda Rosa, Pascagoula's director of economic development.

Rosa praised the organization of that part of the study, as well as the whole study. "We never had utilized Extension's services until this project. Now we would like Extension to be involved in a feasibility study on a business incubator project," Rosa says.

A homeport naval base at Pascagoula will mean an additional \$90 million in the Mississippi economy. Thirty million dollars will be generated by taxes, \$30 million will come from payroll, and \$30 million will come from procurement of supplies and work done on the ships.

Of the six sites under consideration, Pascagoula is the smallest city and Mississippi is

the smallest state. Landing a homeport naval base is quite an accomplishment.

## Impact Study

The impact study focused on the areas of demographics, education, public utilities, fire protection, sociology, health, recreation, taxes, and law enforcement.

The study found that public schools and recreational facilities were the only areas that would need improvement to handle the influx of new people.

The estimated cost of the Naval base to the area would be \$1,000,000.

Other Extension specialists involved in the impact study were Albert Myles and Ray Sollie, community development specialists; Bob Chapin, coordinator, Land Use Center; Marty Wiseman, government training specialist; Joe Schmidt, an economist; and Lynn Reinschmiedt, an associate economist with Mississippi Agriculture, Forestry and Experiment Station. Extension involvement succeeded in making more people aware of its services.

"The whole project speaks highly of Mississippi and the different agencies involved. Extension's impact study will also serve as an excellent resource for other businesses interested in the area," says Betty Bensey, grants coordinator for the city of Pascagoula. □



Working successfully with local government officials, a nontraditional audience, is becoming a tradition in Mississippi's community development work. Before this programming began, all community development work centered around rural community clubs and other community and commodity groups in the area of leadership development.

For some reason, the central leaders of counties and communities—the local government officials—were not considered appropriate clientele for Extension programs.

## Change To Nontraditional

The change in philosophy for Extension came about 13 years ago when the organization started exploring the possibility of meeting the educational needs of this nontraditional audience.

Grant funding was sought and secured to underwrite the original efforts. Early funding was provided by grants from the Intergovernmental Personnel Act (IPA) of 1970.

In 1972, very little was available to Mississippi's local government officials in terms of training and organized educational programs. Those in public service turned to the grassroots agency with the traditional "track record" in service and education—the Cooperative Extension Service.

City clerks, assessors, and tax collectors were the first group to request educational help.

## Training Program

A plan was formulated from their requests for a Certification Training Program and for developing a handbook for Mississippi municipal officials. The handbook, written by city clerks under the editing leadership of Extension, helped standardize the many procedures handled by city clerks throughout the state.

The Certification Training Program was the third of its type in the Nation to be accredited by the International Institute of Municipal Clerks.

More than 450 city clerks, assessors, and collectors have participated in the program. More than 90 of these have achieved certification in the exam-required curriculum.

## Workshops For Officials

During this period, workshops were requested by mayors and aldermen. These training needs were met, too.

One of the most highly rated programs offered to mayors and aldermen is an orientation workshop series for newly elected municipal officials conducted at the Municipal Convention. Held every 4 years, fundamental subject matter for new officials is presented in such areas as conducting city council meetings, personnel management, budgeting, legal responsibilities, public safety, and public works.

Educational programs were also developed and conducted for city managers and for building officials.

After positive acceptance of Extension's educational work with municipal officials, work spread to the various county officials. They expressed a need for similar training; once again, Extension responded.

## Educational Programs

Extension met the needs of county government leaders with educational programs for county assessors and collectors, supervisors, chancery clerks, board attorneys, administrators, and county engineers.

A certification program was developed for county assessors and collectors in conjunction with legislation that was passed requiring certification, along with statewide re-



appraisal. In this effort, Mississippi Extension works cooperatively with the Mississippi Commission and the County Assessors Association.

Since this certification work began in 1980, more than 630 assessing and appraisal personnel have participated in the course with more than 150 achieving state certification and another 165 achieving one of three professional designations.

## Established Training Center

In 1975, Mississippi Extension established a Center for Governmental Technology as a multidisciplinary unit to emphasize training and dissemination of information to local government decisionmakers.

Programming has expanded recently to include an orientation on local government for junior and senior high school students.

Another successfully program is the Technology Transfer Project, in which city and county officials are familiarized with the work of microcomputers and their benefits.

Through educational programs, materials development and associated projects and programs, Mississippi Extension has built a strong relationship with local government officials throughout the state. □

**Larry Graves**  
*Extension Associate  
Coordinator  
Center for  
Governmental  
Technology  
Mississippi State  
University*



# Training Farm Lifesavers

## 42 Extension Review

**Robert W. Frazee**  
Extension  
Agricultural Adviser  
Marshall-Putnam  
Counties  
Cooperative Extension  
Service Office  
Henry, Illinois

Providing qualified emergency medical and rescue personnel to efficiently respond to farm accidents is an important problem facing many counties throughout the United States.

In February of 1982, leaders from several volunteer ambulance and fire departments contacted Extension in Marshall and Putnam Counties in northcentral Illinois and requested assistance to familiarize and train their emergency personnel to handle potential farm accidents.

There was a need for such training because many of these emergency personnel were homemakers and local business people with little knowledge of farm equipment and machinery. At that time, emergency personnel were only receiving training in extinguishing fires or providing emergency first-aid treatment.

In handling farm accidents, time is of the essence because it takes longer for emergency personnel to reach an accident, extricate and stabilize the victim, and transport him or her to the nearest hospital.

### Objectives

Following a meeting with the emergency personnel, the agriculture Extension advisor presented a request for assistance to the Agriculture Extension Council. Council members—expressing concern that even though Cooperative Extension conducted farm safety programs, accidents still occurred—endorsed the proposals.

As a result, the Ag Council members organized a two-county training committee to help emergency personnel identify hazardous situations confronting farmers, identify different types of farm related injuries, learn how to extricate victims from farm equipment accidents, and know emergency procedures for treating injured farmers.

### Teaching Methods

Training coincided with the seasonal farm operations. Following each presentation, the advisor and an EMT instructor developed different accident scenarios and detailed types of injuries, first aid procedures, and extrication methods.

Session I covered planting accidents, human pesticide poisoning, and anhydrous ammonia accidents. Session II focused on harvesting equipment accidents, grain bin suffocations, and tractor accidents. Session III emphasized farm electrical hazards, automated feed-handling equipment, and confinement building manure pits.

Session IV was a "Handling Farm Equipment Accidents Field Day" held at the county fairgrounds with cooperating agribusiness supplying farm implements. Extension council members served as instructors at the equipment stations where participants could see how and where potential accidents could occur, and learn extrication procedures.

### Evaluation

At the conclusion of the fourth session, the community ambulance and fire department districts evaluated the four emergency programs and concluded that the four sessions had effectively provided the participants with valuable life-saving information.

Participants—as well as the formal evaluation—gave the program high marks. Joseph McCall, president of the Varna Community Fire Protection District Ambulance and Rescue Service, says, "We harvested the unexpected benefit of building rapport and respect of area agribusiness people, and livestock and grain farmers."

Participants suggested that sessions be held every 2 or 3 years for newly enlisted personnel and as a review for existing emergency staff.

An indirect objective of the training sessions was to emphasize the vital role of both the ambulance and fire-rescue services and to develop a greater understanding of the responsibilities and functions of each.

Today when a farm accident occurs, both the ambulance and fire-rescue units respond immediately and perform their function in an efficient, knowledgeable manner.

This new approach to farm safety issues is now operating in 11 Illinois county Extension offices, and in several other counties scattered across the United States. □

*A successful program to train emergency personnel to handle farm accidents is now operating in 11 County Extension offices in Illinois. Sessions for participants cover accident scenarios, injuries, first aid procedures, and extrication methods as well as other vital information.*





Involving people is the philosophy of our Extension home economics educational program in Alabama. That not only means involving individuals, but pulling from and getting the cooperation of as many organizations and agencies as possible.

Extension home economics in Alabama has a long and proud history of cooperation with other agencies. Early cooperative work was limited, but now Extension cooperates with dozens of agencies and private organizations.

## Parent Education Program

The Parent Education Program—conducted with the Alabama Department of Pensions and Securities (DPS)—has had widespread success.

In November of 1981, DPS contracted with Extension to provide educational programs for abusive and neglectful parents. DPS had received a grant from the National Center for Child Abuse and Neglect to reduce child abuse and neglect in Alabama.

## PEP Implementation

During its 3-year life span, PEP was implemented in five Alabama counties. More than 700 families, including about 1,750 children, were involved. Twenty parent assistants, who were trained and supervised by Extension, made almost 10,000 working visits to family homes.

What was the situation before the program started? Child abuse and neglect had skyrocketed. In 1976, 3,347 cases of abuse-neglect were reported—27,704 cases were reported in 1984.

The PEP program was developed and coordinated by Margaret Peters. Local county agents were asked to teach at least six of the 10 lessons in the program. Agents also hired, trained, and supervised parent assistants (PA's), who were given 2 weeks of training. Bi-weekly training sessions were held for PA's, to provide them with updates, new materials, and problem-solving tips. Parent assistants worked 20 hours per week. Each was assigned to work with six to 10 families which had been identified by Extension.

## Program Continues

When funds ran out after 3 years, DPS and Extension decided that the program was too successful to stop. Will Reid, Extension family life specialist, and Margaret St. John, Extension writer, modified the program. Paid parent assistants were replaced with master volunteers.

## Health Fairs

Health fairs have been another large project in Alabama in recent years. During 1984, 16,200 Alabamians received physical checkups and got blood chemistry and coronary risk profiles.

Physicians, dentists, pharmacists, podiatrists, nurses, respiratory team members, and other volunteers donated their time, which in the four counties was valued at \$34,330 last year.

Russell County is a great example of how Extension is involved with health fairs. Several years ago, Red Cross officials asked Betty Wilson, county agent-coordinator with home economics and community resource development responsibilities, to sponsor a health fair in cooperation with Cobb Hospital. Today 21 sponsoring agencies, 45 health professional volunteers, and a large number of lay volunteers, are involved in yearly health fairs.

## Made In Alabama

MADE IN ALABAMA was the most successful program Extension has carried out with the private sector. Extension Clothing Specialist Lenda Jo Anderson developed a fashion show for counties from garments manufactured within Alabama. Twenty-four firms donated 61 outfits. Garments are sent to agents on request, with information on how to plan, present, and evaluate the program.

More than 5,000 consumers have seen the presentation. Anderson hopes to take the "Made in Alabama" fashion show, using Extension homemakers as models, to Alabama legislators soon. This show promotes one of Alabama's biggest industries and demonstrates pride in Alabama products.

## Food, Nutrition, And Health

Since 1972, Extension has worked closely with the University of Alabama and the Alabama Medical Center in Birmingham in health education programs. This summer, Extension Nutritionist Barbara Coker will cooperate with rheumatologists, pharmacists, and physical therapists in conducting 12, all-day arthritis meetings in cooperation with The Arthritis Foundation.

For 3 years now, the Food World grocery chain has permitted Jefferson County Agent Jackie McDonald to have a point-of-purchase exhibit in its Food Expo. This year, McDonald and Extension Food Specialist Oleana Zenoble conducted a computer program on food costs for 1,000 families. Another 25,000 people discussed food costs with Extension personnel or viewed Extension exhibits.

These are the ways Alabama's Extension programs rely on the cooperation of others. □

**Dorothy Tate**  
*Extension State  
Leader, Home  
Economics  
and  
William Reid*  
*Extension Family Life  
Specialist  
and  
Kenneth Copeland*  
*Extension Informa-  
tion Specialist, Print  
Media*  
*Auburn University,  
Alabama*

# Unknown Crab Makes Good!

## 44 Extension Review

**Julia C. Graddy**  
Extension Visiting  
Faculty, Editorial  
Department  
Institute of Food and  
Agricultural Sciences  
University of Florida,  
Gainesville

A deep water crab — nameless and virtually unfishable just 2 years ago — is now a million-dollar success story for Cooperative Extension and Florida's fishing industry.

Before 1983, the skinny-legged, buff crab in question was just an uninvited volunteer snagged in deep water fishing nets. Then, with Snow and King crab supplies dwindling, Gulf seafood industry representatives approached Steve Otwell and asked him to explore the possibility of developing other crab fisheries.

Otwell, a Sea Grant Extension seafood specialist with the Institute of Food and Agricultural Sciences (IFAS) at the University of Florida, landed a \$48,000 grant from the Gulf and South Atlantic Fisheries Development Foundation, Inc. In May of 1983, he began preliminary



studies of the crustacean found 100 miles offshore in the Gulf of Mexico, in water up to 4,000 feet deep.

Otwell was excited about the prospect. "It's not often that

you get the chance to develop an industry from the ground up," he says. "Virtually nothing was known about this crab, except that it was related to the red crab, a deep water crab harvested in New England."

### A New Industry

The excitement of developing a new industry was matched by formidable challenges inherent in the task. Otwell first visited two red crab fisheries and processing plants in New England, adapting their equipment and methods to the needs of the Florida fishing industry.

Otwell worked closely with the Florida Department of Natural Resources (DNR) and several U.S. agencies concerned with natural resource conservation, keeping them abreast of developments and soliciting their expertise. In addition, information about the Golden crab has been presented to major seafood industry associations in the Gulf and South Atlantic regions.

Otwell also worked with the National Marine Fisheries Service (NMFS) and the Regional Fisheries Management Council, two agencies within the United States Department of Commerce.

The Council, which is responsible for managing all of the Nation's fisheries, had previously been the only agency with any biological information about the crab. The NMFS labs in Pascagoula, Mississippi, provided Otwell with useful data from their previous cruises.

### Deep Sea Trips

In 1983, Otwell and Sea Grant Marine Agent Don Sweat arranged three, 2-week long deep sea trips using a commercial fishing boat. "We didn't know how to catch the crab, where to find it, or which bait and gear were best to use," he notes. Using information from

New England and the NMFS, Otwell and three Sea Grant Marine agents adapted red crab fishing methods for Florida waters.

"By design, all work was conducted in an industry setting using commercial facilities and labor. And because two graduate students worked with us, the trips also provided excellent educational opportunities," Otwell explains.

After analyzing samples, Smithsonian Institute scientists classed the crab as *Geryon fenneri*, confirming its relation to the New England red crab. The once nameless crab is now sold commercially as Golden crab.

### Hugh Success

The collaboration between Extension-based research, industry, and government agencies has paid off. In less than 3 years, the Golden crab has risen from the depths of obscurity to win a place on some of the state's most reputable restaurant menus, a "guest" appearance on the Today Show, a spot on CNN News, and a paragraph in John Naisbett's *Mega-Trends Newsletter*.

Golden crab also was the main ingredient in the dish that captured first prize for a Florida chef in the American Culinary Federation's Superbowl held early this year.

Extension has helped the Golden crab become an industry with an annual dockside value of over \$1 million in 1984. Based on comparative production of the New England red crab, Otwell estimates the industry holds a potential annual dockside value of \$3 to \$4 million. □



# Networking In New Haven County

Extension Review 45

The results of the volunteer networking efforts of the Extension office for New Haven County in Hamden, Connecticut, are immediately visible. . . .

The conference room is filled with volunteers from Chapel Haven Group Home, New Haven, busily collating 3,400 home economics newsletters. At the copy machine, Ken Flanagan, of the Retired Senior Volunteer Program, works from a wheelchair, and can be seen copying information on vegetable gardening. Inside the 4-H office is Elsie Silvernail, who is employed by the Title V Senior Aide Program.

## Nutrition Education

Staff in the four program areas work with a number of community agencies. 4-H Agent Wanda Little, trains teens who teach nutrition education to approximately 1,000 children in New Haven day camps each summer.

## Safety Programs

Robert Wilson, 4-H agent and his committee of police officers, recreation department staff, service club representatives, and school administrators give safety programs to thousands of elementary school children each year. Also, Wilson and his committee coordinate a County Bicycle Road-E-O each year at the New Haven County 4-H Fair.

The networking activities of the 4-H agent, New Haven County, focus on career exploration. Last fall two men from the local Knights of Columbus Council 7124 of Hamden coordinated the Annual 4-H Career Shadow Day Program.

The home economics program staff works with a variety of agencies. For example, Anita Malone, Extension home economist, clothing, conducts "Marketing Your Crafts" programs with the Small Business Administration.

## Train Master Gardeners

Agriculture and CRD agent Cynthia Rabinowitz provides technical assistance to Waterbury and New Haven community garden groups and parks and recreation garden programs and trains Master Gardeners.

William Barber, county administrator, developed a 3-year "Agriculture In the Classroom" program with an alternative high school in New Haven.

## Networking Tips

To be successful in networking activities, Extension staff should invite agency people to staff meetings, attend local conferences, and serve on some volunteer boards or committees.

Staff may want to utilize the services of the following groups:

- *The Volunteer Action Center* – Volunteer Action Centers are nonprofit organizations which place volunteers with other nonprofit agencies. For a listing of the center Involvement, 1111 North Nineteenth Street, Suite 500, Arlington, Virginia. 22209.

- *The Retired Senior Volunteer Program* – The RSVP places older volunteers with nonprofit organizations. Contact the program's national headquarters: Retired Senior Volunteers Program, 806 Connecticut Avenue, Northwest, Washington, D.C. 20525.

- *The Senior Aide Program* – Senior Aide Program pays older adults who meet certain economic guidelines to work part time for nonprofit agencies. Contact the program headquarters: National Council of Senior Citizens, 925 Fifteenth Street, Northwest, Washington, D.C. 20005.

- *Local group homes or residential centers* – Residents in residential centers or group homes may be able to provide clerical, maintenance, or other assistance. Today mental health professionals see volunteer work as a therapeutic activity for their clients. □

**Cheryl E. Costello**  
Extension 4-H Agent,  
New Haven County  
Extension Office  
Hamden, Connecticut

*Robert Wilson, 4-H agent (far left), coordinates a county Bicycle Road-E-O every year at the New Haven County 4-H Fair. He works closely with police, recreation department staff, and school administrators to give safety programs to thousands of elementary school children. These are only a few of many networking activities for Extension in New Haven County.*



# The Energy Event

## 46 Extension Review

*Sue Williams  
Extension Energy  
Management  
Specialist*

*and  
Kimberly Sadler  
Extension Assistant  
State Specialist,  
Energy Programs  
Oklahoma State  
University, Stillwater*



Oklahoma State University Cooperative Extension has joined with the Oklahoma Department of Energy and the Oklahoma Corporation Commission to provide energy education for limited resource households in the state.

Home Economics Cooperative Extension designed, developed, implemented, and evaluated an energy education project with funding from the Oklahoma Corporation Commission. Known as Energy Education For Limited Resource Oklahomans, it uses one-to-one and small group delivery to reach the limited resource population. Professionals, paraprofessionals, and volunteers provide the energy education. This approach has been successful in reaching and teaching the target audience.

### Project Support

Since its inception in 1977, a strong commitment by both Cooperative Extension and the Oklahoma Corporation Commission to serve the limited resource sector of the state has maintained this partnership. Strong impact evaluation, effective reporting, and solid political support have resulted in the continuation of this unique project which encourages limited resource households to help themselves.

Key policymakers and community leaders have endorsed the project as making significant contributions to the overall welfare of Oklahoma families. Additional support has been generated through recognition from Argonne National Laboratory and Oak Ridge National Laboratory, as well as two National Extension Superior Service Awards.

### Limited Resource Households

This Extension energy education project has been particularly important to limited resource households because they are especially hard pressed to stretch incomes to meet rising energy costs and other economic demands. Their ability to meet rising expenses are generally less elastic than other households. Between 1974 and 1985 the percentage of income spent on home fuels has increased dramatically for all income groups, but the greatest increases have been for low income, elderly, and rural households.

Further, this problem will become more acute in the future. Clearly, limited resource

households pay larger portions of their income for residential energy and live in less thermally efficient dwellings.

### High Returns

To date, 14,187 households with over 42,500 individuals have been given no-cost energy management strategies. Use of the information has varied among project sites—from a minimum of 28 percent to a maximum of 97 percent of the households reached and taught. Adoption rates from later projects are the highest with an average project adoption rate of 87 percent of all households reached. Followup studies done 1 to 2 years after original contact have indicated continued expanded use of energy management practices learned. Cost/benefit analysis used to assess the economic returns of self-help energy education revealed high returns on resources invested by participant households, supporting agencies, and society in general.

Returns ranged from \$1.73 to \$5.27 for each dollar invested to incorporate energy conservation practices in limited resource households. This energy education project has demonstrated the positive economic and social benefits of providing energy education to the limited resource sector.

### Vital Linkages

The energy education project is designed to compliment local and state efforts to serve limited resource families through awareness of and cooperation with various groups and agencies. In addition to the resources of the Cooperative Extension Service and the Oklahoma Corporation Commission, the energy program has been implemented through over 400 clubs, agencies, or organizations at local, state, and national levels.

Several of these cooperative efforts involved statewide coordination of programs, such as those with the Department of Economic and Community Affairs, Public Service of Oklahoma, and Green Thumb. Such linkages are vital to the energy program in its attempt to reach the largest number of clientele without duplicating other agencies' efforts. These groups have emphasized maximizing resources available to these disadvantaged households in 21 Oklahoma counties.

### Cost-Effective Aid

The Energy Education for Limited Resource Oklahomans project model, which emphasizes a broad base of community support, has demonstrated a cost-effective approach to helping people improve the quality of their lives through self-help programs. This cooperative approach has implications for all areas of Extension programming. □





"Think Links!" might well be the slogan of Audrey Maretzki, former Extension Specialist, Food and Nutrition, at the University of Hawaii's College of Tropical Agriculture and Human Resources. Maretzki, who recently assumed the position of Extension Assistant Director for Family Living Programs at The Pennsylvania State University, successfully forged working relationships between Extension's Food and Nutrition programs and the Hawaii community.

Maretzki took nothing for granted in these linkups. For example, when she traveled to Hawaii's neighbor islands to conduct training for county agents she contacted the State Department of Health or the Department of Education. This allowed personnel on the neighbor islands to participate in the training which Extension offers. This was cost-effective for all agencies involved; it accomplished more with existing resources.

## Linkage Prospects

Maretzki found that professional associations such as the Hawaii Nutrition Council and the Hawaii Dietetic Association are excellent linkage prospects for Extension.

Extension and these organizations—at her behest—cosponsored educational events and programs which brought in members and other interested contacts.

When a national figure in nutrition planned a visit to Hawaii, Maretzki immediately contacted other interested organizations, especially those whose constituencies included professionals requiring continuing education for maintaining registration.

By arrangement with University of Hawaii's College of Continuing Education, these workshops can be used as credit toward continued professional accreditation. Maretzki was also enthusiastic about the linkages which have been established between Extension and private organizations.

She chose the organizations whose missions most closely dovetail with those of Extension, and actively sought cooperation. One example was The March of Dimes. The March of Dimes' emphasis on prevention of birth defects ties in with Extension's EFNEP plans related to maternal health and infant nutrition. Maretzki also served on the Board of the Hawaii Nutrition Council, and thus brought Extension and the council together.

## Program With Heart

The Hawaii Heart Association had a Hypertension Committee which had no nutritionists. (Screening was the association's primary mis-

sion). Maretzki offered her Extension nutrition services to support a proposed work-site hypertension control model on the island of Lanai.

This was an invaluable move from an Extension outreach standpoint. Ninety-five percent of the people of Lanai work for the same employer, so their work site was, in fact, a community program.

Maretzki worked with the Extension agent and other local leaders to help them plan and implement *their* hypertension control program for *their* community. The Heart Association funded her trips to Lanai. The Department of Education became involved because the School Lunch Program was ultimately a part of the effort.

The Hawaii Medical Service Association (health insurance) heard of the Heart Association program, contacted Maretzki, and soon reduced-sodium cookery was a program offered to HMSA members.

## Valuable Experience

Maretzki's prior background included teaching courses in nutrition and community health that involved placing students in various organizations and agencies. Thus, she had firmly established relationships with those groups when she began Extension work. She had also worked in Washington, D.C., administering the Nutrition Education and Training Program. That experience enabled her to understand how Extension programs could be used to promote nutrition education in Hawaii's schools.

## Nutrition Curriculum

Intramural linkages also interested Maretzki. Through cooperation with the Curriculum Research and Development Group in the College of Education, a project was developed which resulted in the first locally based nutrition curriculum being designed for Hawaii's schools. Maretzki also became active in the Hawaii Association for the Education of Young Children and, assisted by her students, Extension conducted nutrition games in the classroom.

## Catalyst For Cooperation

Her efforts as a catalyst have resulted in a closely integrated circle of interaction among Extension and other agencies and organizations, public and private. Each lends its unique resources to the goal of better nutrition for the people of Hawaii. □

*June V. Gibson  
Extension  
Information Specialist  
College of Tropical  
Agriculture and  
Human Resources  
University of Hawaii,  
Honolulu*



**Horace E. Hudson**  
*Extension Head,  
 Community  
 Development  
 Department  
 The University of  
 Georgia, Athens*

## Georgia Linkage: The Farmer And The Community

Georgia's population is expected to increase by 27 percent in the next 15 years. By 2000, Georgia will absorb an additional 1 1/2 million people. Agriculture is a major industry, employing less than 3 percent in the production phase, but accounting for over one-half of the state's economy when national and international agribusiness is included.

Georgia Extension offers several programs designed to highlight agriculture while enhancing quality growth for Georgia.

"Farm-City Week," sponsored by the National Farm-City Week Council, is a program that continues to grow in Georgia. Last year, over 100 of the 159 counties in the state sponsored a local activity. "Farm-City Week" brings about a closer relationship between urban and rural residents through educational programs, community activities, and the media.

A recently initiated educational program, "Ag Awareness," teaches Georgians about

agriculture, its relationship to the community, and its importance to the Georgia economy. This year's theme is "Georgia's Biggest Business Is Your Business, Too!"

County Socioeconomic Profiles is an educational program conducted by Extension Resource Development Staff. This program presents data and information about the past, present and projected growth of a county. The program highlights agriculture and its importance to the local economy, the increase or decrease of farmland, and issues associated with community growth into rural areas. □

**Joseph A. Weber**  
*Extension Human  
 Development  
 Specialist  
 and  
 Althea Wright*  
*Gerontology Specialist  
 and Associate  
 Professor  
 Oklahoma State  
 University, Stillwater*  
*and  
 Peggy Risinger*  
*Vice President,  
 Government Programs  
 Blue Cross and Blue  
 Shield of Oklahoma*

## Education Thrust For Medicare Awareness

American society is graying, and with the aging of the "baby boomer generation" will reach record levels by the year 2010. This population (age 65 plus) is increasing faster than any other segment of our society.

"Medicare Roundup"—a newly implemented educational program linking Extension home economists at Oklahoma State University with sponsoring health organizations—is helping senior citizens and the general public understand the benefits, coverage, and costs of health care.

### Health Care Needs

To implement an awareness program on Medicare throughout the state of Oklahoma, Extension home economists at Oklahoma State University is receiving both

financial and professional resources from the Health Care Financing Administration that administers Medicare by law, Blue Cross and Blue Shield, and Aetna Casualty and Life Insurance Company.

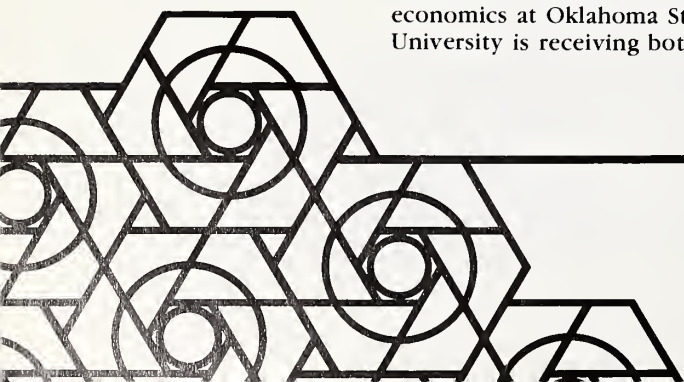
County Extension home economists, after training by representatives from the sponsoring organizations, informed interested community groups about Medicare, supplemental private health insurance (called Medigap), and hospital annuities.

A pilot program was organized by representatives from the sponsoring agencies. The program included a slide presentation with a script, as well as four publications on family living.

County home economists presented programs to interested consumers from Fall 1983 to Summer 1984. Facts about these health programs, common misunderstandings, and sources of confusion were identified. In the first 6 months the Extension home economists informed over 40 community groups on ways to obtain information from the health experts through the Cooperative Extension network.

Evaluations of the 600 participants surveyed revealed that the program influenced them to contact health care sources.

County home economics staff also disseminated facts about the "Medicare Roundup" program through print and other mass media outlets. □





## Wisconsin Cranberries— A Partnership For Progress

Cranberries have become an important contributor not only to Wisconsin's agribusiness economy but also that of the Nation. In 1984, cranberry production in Wisconsin, totaling an estimated 120 million pounds and valued at over \$55 million, accounted for about 40 percent of the Nation's cranberry crop.

Dramatic increases in Wisconsin's cranberry productivity over recent decades are the result of a carefully nurtured cooperative effort between university research and Extension programs and improved cultural and pest control practices by Wisconsin's progressive industry.

All field research and Extension field programs and demonstrations involving cranberries are carried out in

grower-owned commercial plantings. The dramatic increase in per acre productivity over recent decades demonstrates the success of these cooperative demonstration programs.

### Projects Under Way

Research and educational programs in 1985 are focusing on refinement of production and management techniques in the broad areas of plant nutrition; weed, insect, and disease control; and fruit quality.

Specific projects include: (1) Control of specific weeds, including dodder and creeping sedge (2) initiation of integrated pest management (IPM) programs for two serious insect pests, the cranberry fruitworm and cranberry fireworm; (3) refinement of plant tissue analysis standards

for the principal Wisconsin cultivars; (4) field control of cranberry fruit rot organisms, and (5) modification of cultural practices to enhance fruit set and early fruit color development.

Close ties with the state grower association create valuable educational links.

From 1965 through 1983, a Wisconsin Cranberry Marketing Order provided about \$260,000 in industry funds to the University of Wisconsin College of Agricultural and Life Sciences.

In 1983, support arrangements were reorganized under the administration of the Cranberry Marketing Board, through which the industry provided some \$52,000 in support in 1984. This continues a tradition of direct support and mutual university-industry effort in a special partnership. □

*Eiden J. Stang  
Extension  
Horticulturist, Fruit  
Crops  
University of  
Wisconsin, Madison*

## Creativity For Profit Tour

Should I start my own business?

What kind of home business would prove profitable?

Where should I locate a small business?

These and other questions on small business were addressed during a recent "Creativity for Profit Tour" in Kansas.

### Twelve Businesses Visited

Potential small business operators and others who advise them visited 12 small

businesses throughout the eastern part of northwest Kansas.

Business environments varied—from backyard to main street. The skills and abilities used in each business were just as varied, resulting in such lucrative ventures as upholstering, antique sales, and restaurant management.

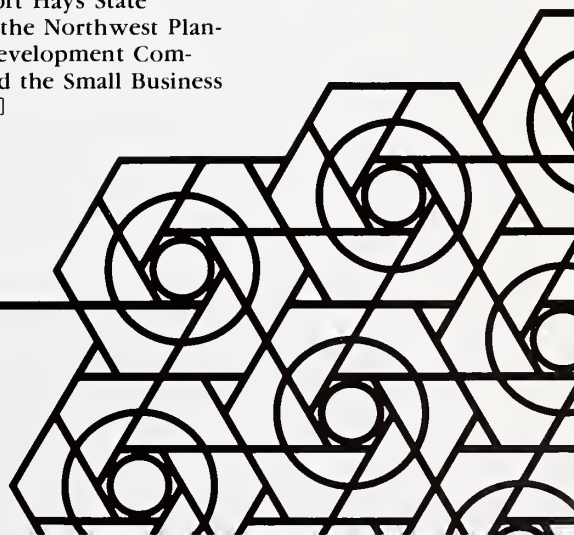
For potential business operators, the 3-day excursion provided information on starting a small business, including

legal considerations; identified some of the problems they may encounter; and sparked business ideas. Extension agents, teachers, and others gained insight into how they can better serve small business owners.

### Cooperative Effort

Northwest Kansas Extension initiated the idea for the tour. Other organizations cooperating in the project were the Fort Hays State University, the Northwest Planning and Development Commission, and the Small Business Institute. □

*Pauline W. Ferrell  
Extension Home  
Economist  
and  
Ensley J. Sisk  
Extension Specialist,  
Community  
Development  
Northwest Area  
Extension Office,  
Kansas*



**James J. Grippo**  
Extension Associate  
Agent, Clearfield  
County  
and

**James G. Beierlein**  
Extension  
Agribusiness  
Management  
Specialist  
The Pennsylvania  
State University,  
University Park

## Small Business Skills Mean Profit

Small business plays a major role in our economic well-being. Pennsylvania Extension's small business management program is aimed at the long-range economic survival and growth of agribusiness firms by increasing the success rate of new business and increasing growth potential and profitability of existing business. Approximately 40 percent of all businesses fail within their first year of operation—primarily due to inexperienced and incompetent management.

### Program Planning

The Pennsylvania program, built around the development

of a detailed comprehensive business plan, is made up of a six-part, 18-hour program developed for existing and potential small businesspersons.

The Pennsylvania program covers business law, finance, insurance, accounting, taxes, record keeping, business planning, and marketing.

### Local Professionals Invited

To enhance the long-run effectiveness of the program, local professionals such as CPA's for record keeping, lawyers for business law and structure, insurance people for insurance, are included. A fee of \$20 to

\$40 per person or \$30 per couple is normally charged to cover costs.

Six to 10 county programs of this type have been presented for the last 3 years with up to 75 participants. The workshop content and instructional methods received an outstanding evaluation by the participants. Gain in knowledge was significantly reported in most categories.

Pennsylvania Extension believes that programs of this type can lead to a stronger network of well-managed businesses, establishing a more stable and profitable economic environment in rural America. □

**Larry C. Jenkins**  
Extension Economist  
and Associate  
Professor  
Department of  
Agricultural  
Economics and Rural  
Sociology  
The Pennsylvania  
State University,  
University Park

## Teamwork For Trouble

When a 1984 survey of agricultural lenders indicated substantial financial distress among Pennsylvania farmers, Extension began developing rapid-delivery educational programs in response to needs it identified.

In March 1985, a cooperative effort involving the Farm Management Extension Staff, the Agricultural Communications Department at Pennsylvania State University, area and county Extension staff, and agricultural lenders, achieved the goal of rapid program development and delivery.

Farm managers who have participated in the program provide positive evaluations. Most believe they have improved their ability as financial managers.

The 1984 survey of Pennsylvania farmers indicated that 30 percent of FmHA borrowers were delinquent on loan payment. The completed statewide survey indicated there were about 5000 financially distressed farmers in the state.

### Media Coverage

The Agricultural Communications Staff provided numerous media opportunities for state farm management staff. Media coverage included information about the educational assistance available to those who request help. As of this date, nearly 400 individuals have requested assistance.

The educational program for financially distressed farmers consists of financial management workshops and a learn-at-home series composed of 12

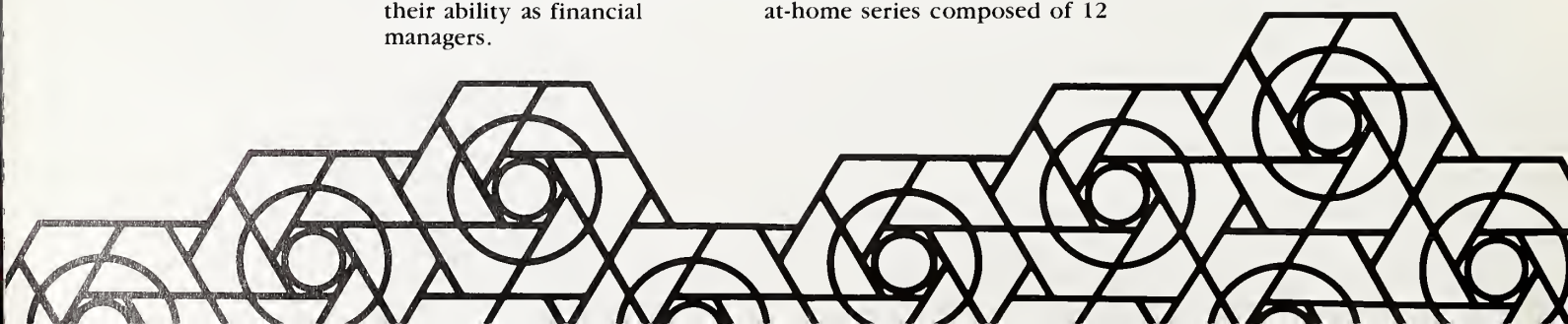
learning packages. Upon request, county agents and area farm management specialists provide individual followup assistance to participants. The workshops were started in March 1985; the learn-at-home series began in April and will continue through September.

### Evaluations

Reaction to the first five workshops was highly positive. Based on evaluations completed at the end of each workshop, participating farmers indicated they gained substantial information and felt more capable as financial managers after the workshop.

### Teamwork Pays Off

In this program, teamwork between Extension faculty and staff and agricultural lenders played a key role in the rapid delivery of essential information. □





## Video Link In Vermont

The daily farm and home program "Across The Fence" has become familiar to thousands of Vermont viewers who watch the telecast Monday through Friday at noon on WCAX-TV.

"Across The Fence," which celebrated its 30th anniversary in 1985, has the distinction of being the longest running daily farm and home program in the country. Three television specialists—Lloyd Williams, Karin Kristiansson, and Lyn Jarvis, the current producer—have been responsible for three decades of programs.

### Promoting Health

Through the Vermont Department of Health's affiliation with the Medical Center at the University of Vermont, the

program has featured physicians who cover such topics as aging, hypertension, osteoporosis, and early cancer detection.

Audience surveys showed a large segment of viewers are of retirement age. Five years ago, in cooperation with the Vermont Office on Aging, a monthly telecast, "Over 60," was introduced.

The program provides nutritional information and tips on low-cal and budget cooking. Velma Josa of Milk Productions Services, Inc., and Karen Froberg from the Northeast Egg Promotion Board made a recent program appearance together to do a show emphasizing the nutritional value of recipes featuring dairy and egg products.

Ten years ago, a productive relationship began with the Dairy Council of Vermont. Shirley Prushko, newly appointed director at that time, began what has become a decade of shows airing the second Friday of each month.

### Nature Shows

Viewers have a strong interest in the outdoors, so two monthly telecasts "Bird Notes" and "Nature Notes," are featured.

Recently, "Across the Fence" received national media coverage when *TV Guide* carried an item about the show.

For more than 30 years, "Across The Fence" has maintained loyal viewer support because of the expertise of Extension specialists and other from industry who have supplemented programming needs. □

**Lyn Jarvis**  
Extension TV  
Specialist  
Office of Information  
University of  
Vermont, Burlington

## Helping Gardeners Know And Grow

*An excerpt from Communicator, a publication of the Cooperative Extension Service by Agriculture and the Natural Resources Information Services, Michigan State University.*

Pull together everything Extension has to offer on growing plants on a home or backyard scale — publications, videotapes, diagnostic services — put it in a busy garden center and staff it with a knowledgeable Extension horticulturist, and you have an unparalleled opportunity to reach the home gardening public.

That's what happened this past spring and summer at Bordine's Better Blooms, in

Clarkston, Michigan. Bordine's was the site of a Know and Grow Center.

In one corner of the store, remodeled to accommodate the center, customers could find a large display of Extension and Bedding Plant, Inc., publications for sale.

With a VCR and a television, visitors could view videos on flowers and gardening and house plants. Using an IBM PC, they could access a home gardening data base and obtain information on the culture and insect and disease problems of house plants, garden flowers, vegetables, trees, and shrubs.

A senior horticulture student at Michigan State University staff-

ed the information center and provided some diagnostic services.

### Pilot Program

The Know and Grow Center was a 6-month pilot program. Store owner and member of the Extension Agriculture Advisory Committee Bruce Bordine made a substantial commitment and investment in the project, including remodeling the store, investing staff time, and purchasing approximately \$1,000 worth of Extension bulletins.

Extension approached the whole effort as a pilot program and learning experience. The project will be evaluated and modified as needed, then put together as a total package and offered to other garden centers that might be interested in buying it. □

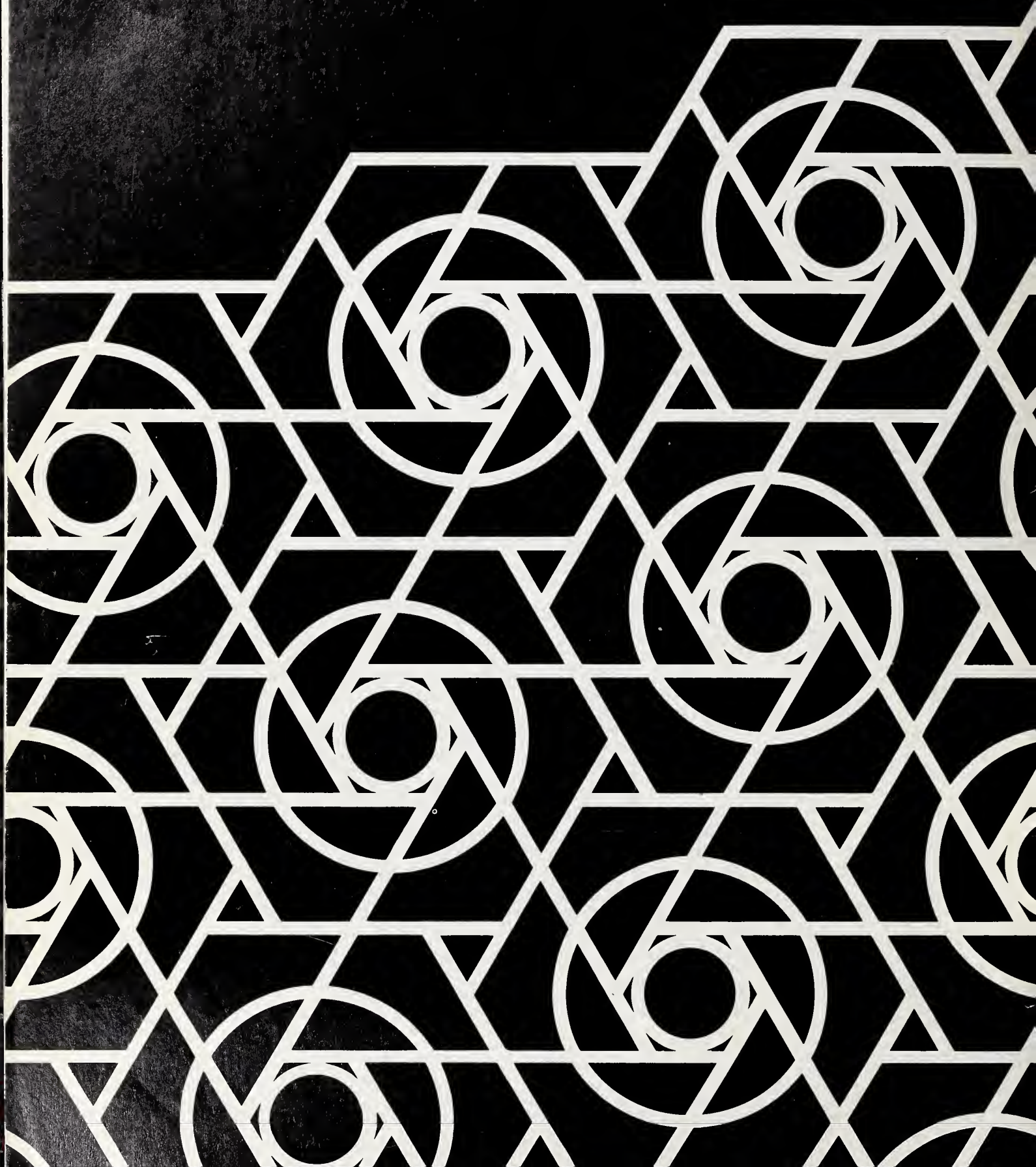
**Leslie McConkey**  
Extension Associate  
Editor  
Agriculture and  
Natural Resources  
Information Services  
Michigan State  
University, East  
Lansing



United States  
Department of Agriculture  
Washington, DC 20250

OFFICIAL BUSINESS  
Penalty for private use, \$300

FIRST-CLASS MAIL  
POSTAGE & FEES PAID  
U.S. Dept. of Agriculture  
Permit No. G-268





APRIL2013

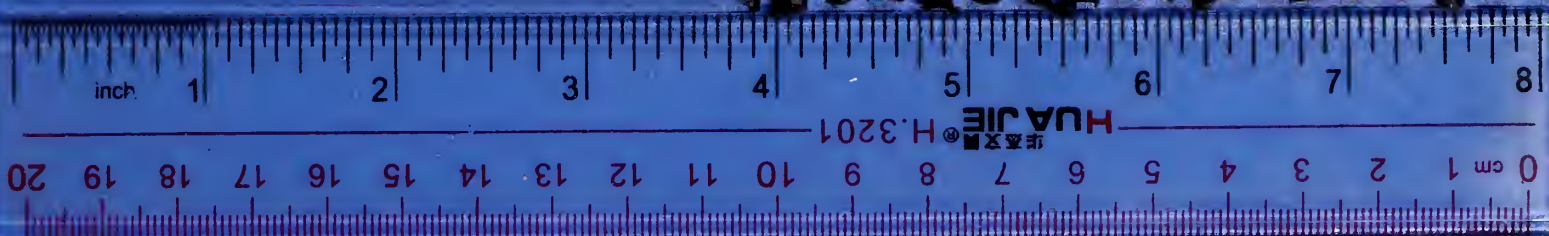


CAT10252415\_557  
Extension service review  
1 Ex892Ex  
v.56:no.3  
1985

Batch: NAL15\_0216f



CAT10252415557





APRIL2013



LEFT



24ColorCard CameraTrax.com